NBC TRADE NEWS

October 1, 1953

SHORE, ENOUGH! IT'S DINAH STARTING HER THIRD SEASON OF DISTINCTIVE TELECASTS ON THE NBC NETWORK

- - -

Intimate Musical Programs Feature Camera Novelties

Dinah Shore will begin her third season on NBC television as the singing star of an intimate musical series starting on Tuesday, Oct. 6 (7:30 p.m., EST).

As in the past THE DINAH SHORE SHOW will be seen Tuesdays and Thursdays for 15-minutes and will be sponsored by Chevrolet Motors Division and Chevrolet Dealers.

Often referred to as "the fastest 15-minutes in television," Dinah's program will continue the successful format that has achieved popular acclaim and won for its star many awards and citations. The emphasis is on Dinah's singing, backed by imaginative staging and camera work. For a change of pace, the singing star usually headlines one production number on each show.

The man responsible for much of the success of Dinah's TV shows is Alan Handley, the producer-director, whose creative mind has projected Dinah into unusual visual settings such as walking through a simulated waterfalls, two Dinahs singing a duet, and Dinah dancing on the ceiling.

(more)

TRADE NEWS

October 1, 1993

Sears, Smokey Joe's Diner Starting Big Video Season
on Interactive Cable TV on TWC Network

Internet Medical Program Provides Health Novelties

Sears Stores will begin her third season on the television as the exclusive user of an exclusive medical service beginning on Tuesday, Oct. 5 (7:30 p.m., EST).

In the past the Sears Stores Medical will be seen Tuesday mornings for 17-minutes and will be sponsored by Consumer Motors Division and Consumer Products.

Still referred to as "the famous 17-minutes in television" Sears's program will continue the successful format that has achieved popular acclaim and was for the area many months and situations. The program is on Time's standard. Looking by presenting exciting and medically in on Time's standard. Looking by presenting exciting and medical work. For a change of pace, the singing duo Smokey Joe's production number on call show.

The main presentation for week of the Sunday, on Sunday's on above in Film Lending. The professional, Albert Dwayne Mine has presented Sears this unusual vision within a show as Tuesday, through a changing materials, the Diner showing a call. The Sears Stores on the setting.

For her opening program this season (Oct. 6) Dinah will take viewers on a musical journey to glamorous vacation lands. She will sing "C'est Magnifique" in a Parisian nightclub setting, accompanied by 15 violins. "Vaya Con Dios" is another ballad scheduled to receive the distinctive Shore vocal treatment. In addition Dinah will show films of her trip to Akron, Ohio, last Summer, where she appeared for the Soap Box Derby.

The Notables vocal quintet (three boys and two girls) will again be featured on the program as will Vic Schoen, the musical director. Ticker Freeman is Dinah's musical adviser and arranger and Art Baker will serve as announcer. Campbell-Ewald is the advertising agency for the sponsor.

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NBC-New York, 10/1/53 FWK

CREDITS FOR 'THE DINAH SHORE SHOW' ON NBC-TV

TIME:	Tuesdays and Thursdays, 7:30 to 7:45 p.m., EST, beginning Oct. 6, 1953
FORMAT:	Musical built around singing star
STAR:	Dinah Shore
CAST:	The Notables, vocal quintet (Bill Brown, Sue Allen, Bill Thompson, Alice Armbruster and Bernie Park). Occasional guests.
ANNOUNCER:	Art Baker
PRODUCER-DIRECTOR:	Alan Handley
WRITER:	Alan Handley
MUSICAL DIRECTOR:	Vic Schoen
MUSICAL ARRANGER AND MISS SHORE'S ACCOMPANIST:	Ticker Freeman
SPONSOR:	Chevrolet Motors Division and Chevrolet Dealers
AGENCY:	Campbell-Ewald
ORIGINATION:	Hollywood, Calif.

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NBC-New York, 10/1/53 FWK

NBC TRADE NEWS

October 1, 1953

INTIMATE STYLE, NOVELTY PRESENTATIONS AND GUEST STARS ARE HIGHLIGHTS OF RESUMED DINAH SHORE RADIO PROGRAMS

Dinah Shore will resume her musical radio series over the NBC network on Tuesday, Oct. 6 (8:15 p.m., EST) following a Summer vacation.

The outstanding singing star will be heard Tuesdays and Fridays in the same time-spot for her 15-minute program sponsored by the Chevrolet Motors Division and Chevrolet Dealers.

An intimate musical series offering the distinctive singing of one of the nation's most popular singing personalities, THE DINAH SHORE SHOW will also feature occasional guest artists. Dinah's selections will be keyed to the popular tastes of her nationwide listening audience.

On her season's premiere, Oct. 6, the honey-haired songstress will sing "I Like the Likes of You," "No Other Love" and "Choo, Choo, Train," her most recent RCA Victor recording.

(more)

Gilbert Roland will be Dinah's guest on the second program (Oct. 9). The noted movie actor will sing a Calypso song which he wrote, and Dinah will be heard in "Vaya Con Dios," "Blue Canary" and "The Carioca."

The musical background will be supplied by Frank De Vol and his orchestra. The programs will be produced and directed by Dick Mack and written by Beulah Grau.

Campbell-Ewald is the agency for Chevrolet Motors Division and Chevrolet Dealers.

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NBC-New York, 10/1/53 FWK

CREDITS FOR 'THE DINAH SHORE SHOW' ON NBC RADIO

TIME:	Tuesdays and Fridays, 8:15 to 8:30 p.m., EST, beginning Oct. 6, 1953
FORMAT:	Musical built around singing star
STAR:	Dinah Shore
CAST:	Occasional guests
ANNOUNCER:	Art Baker
PRODUCER-DIRECTOR:	Dick Mack
WRITER:	Beulah Grau
MUSICAL ARRANGER AND MISS SHORE'S ACCOMPANISTS:	Ticker Freeman
MUSICAL DIRECTOR:	Frank De Vol
SPONSOR:	Chevrolet Motors Division and Chevrolet Dealers
AGENCY:	Campbell-Ewald
ORIGINATION:	Hollywood, Calif.

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NBC-New York, 10/1/53 FWK

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NBC TRADE NEWS

October 1, 1953

NBC TRADE REVIEW

- - -

Complete Wrap-Up of Week's Trade News -- 28 New Radio Shows Ready -- Big Time Purchase on 'Today'

(Note to Editors: Each week, NBC Press will publish a review of the significant trade happenings at NBC during the previous seven days. In one story, you will have a complete wrap-up of the week's trade news at NBC. Here is the first of these reports).

- - -

Twenty-eight exciting new radio programs set to go ... a highly significant buy on the TODAY program ... a former President of the United States to appear on EXCURSION.

These were the highlights of a busy week trade-wise at the National Broadcasting Company.

The first of NBC radio's 28 mass premieres will be Sunday, Oct. 4. The opening will run throughout the week, with added starters and a roster of stars added each day.

This will be the largest number of new shows ever introduced

(more)

Tinkle News

(Volume 1, 1967)

BBC TRADE WINS!
Complete wind-up of weekly Trade News -- BBC Non Radio Sales Trade -- BBC Line Revolves on 'Trade'

(Note to Editors: Sorry week, BBC Trade Will publish a review of the Consolidated Trade Department in BBC during the previous three years. In the study, you will find a complete wind-up of the weekly trade news at BBC. Here is the list of trade records).

* * *

Twenty-eight existing one radio programmes will be in a lucky significant day on the Trade version ... a former President of the Trade Trade Trade to appear on Tinkle.

Here here the difficulty of a long week Trade-Trade as the Trade Trade Trade Trade.

The Trade of just radio 50 Trade programmes will be Sunday, Tue. 4. The Trade will Trade Trade the Trade, the added activity and a Trade of Trade Trade each day.

This will be the Jarvis Trade of the Trade Trade Trade Trade Trade

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in a single week by one network. Among the stars to be heard: Fibber McGee and Molly, Senator Ford and Harry Hershfield, Frank Sinatra, Laurence Olivier, Jimmy Stewart, Lawrence Tibbett, Art Ford, Tex and Jinx McCrary, Bud Collyer, Hume Cronyn and Jessica Tandy, and a host of others.

The big purchase of time on "Today," NBC-TV's early morning news and special events program starring Dave Garroway, was by Lever Brothers Company. The firm has purchased a minimum of 104 segments spread over 52 weeks. Products to be advertised initially are Good Luck Margarine, Rinso and Lux Liquid Detergent. With other Lever products expected to advertise on the show after the first eight weeks, the number of Lever Brothers segments on "Today" could wind up far greater than 104 after 52 weeks.

Former President Herbert Hoover will appear Sunday, Oct. 18 on NBC-TV's "Excursion," Ford Foundation's TV-Radio Workshop television program for young people. He'll discuss the character of our government and opportunities inherited by the younger generation.

Winner of NBC-TV's "Trade-Ad Contest" is Mrs. Patricia Minkner, Los Angeles ad agency secretary. For correctly listing nine basic points of NBC-TV leadership brought out in recent trade advertisements, she'll receive $1,000 in RCA products.

TRADE NOTES -- NBC-TV's Television Opera Theatre to open season Saturday, Oct. 31 (5 p.m., EST) with "Carmen " broadcast in RCA compatible color ... Young America getting mighty chewsy these days as 50,000,000 picture cards of NBC personalities are being distributed

(more)

in bubble gum packages across the country ... Mail pull? How's this for results? More than 250,000 copies of "This I Give" were requested by listeners of NBC radio's ONE MAN'S FAMILY following offering of booklet on show. Booklet contains collection of memorabilia marking program's 22nd year on the air...Co-ordinated programming plan started on NBC's owned and operated TV stations calls for NBC-TV's five owned and operated stations to exchange top local programs when co-axial cable is not in use by the network ... Seventeen courses in radio-TV now being taught at Columbia University, all but one by NBC personnel.

OTHER NEW BUSINESS -- Borden Company, makers of Borden's Instant Coffee, bought Tuesday, 3:30-3:45 p.m., EST, time spot on THE KATE SMITH HOUR, beginning Oct. 13 for 39 weeks. Agency: Doherty, Clifford, Steers & Shenfield, Inc.

American Tobacco Company signed 52-week contract with NBC Spot Sales for major time block on five NBC-represented radio stations. Show will be "Light Up Time," across-the-board nighttime half-hour program of news and music, starting Oct. 5 on WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; and KNBC, San Francisco, and 25-minute nightly period on WNBC, New York. Agency: BBD & O.

RENEWALS -- Firestone Tire & Rubber Company renewed THE VOICE OF FIRESTONE on both NBC-TV and radio through Sweeney & James Company.

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NBC-New York, 10/1/53

NBC TRADE NEWS

October 1, 1953

JACK ARTHUR'S PROGRAM OF SONGS, MUSIC AND STORIES FOR YOUNG FOLK MOVES TO NEW SUNDAY NBC TIME-SPOT

JACK ARTHUR'S TOY TOWN TUNES (music and stories for children) moves to a new time spot -- 8:05-8:30 a.m., EST, -- on the NBC radio network Sunday, Oct. 4 (instead of 8:30-9:00 a.m.)

The program bearing the star's name has been popular in several large cities throughout the country where it has been heard for over two years. Now the youngsters of the nation will tune in to hear in person the talented and affectionate entertainer many of them have gotten to know through his scores of recordings.

Guest stars, familiar to youngsters and their parents alike, will appear from time to time. A regular feature of the show will be Jack's salute to a youngster somewhere in the country who is having a birthday. Most of his young televiewers are familiar with his "Happy Birthday Song" and join in with him when it is sung. The feeling of identification this gives them with the show makes it even more appealing.

A hymn is another highlight of the early Sunday morning children's show.

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FWK

CREDIT SHEET FOR 'JACK ARTHUR'S TOY TOWN TUNES' ON NBC-RADIO

PROGRAM:	JACK ARTHUR'S TOY TOWN TUNES
TIME:	Sundays, 8:05-8:30 a.m., EST
FORMAT:	Songs, stories and patter for children with special greetings on the birthdays of his listeners.
STAR:	Jack Arthur
PRODUCER:	Jack Arthur
DIRECTOR:	Jack Arthur
ORIGINATOR:	NBC studios, New York

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NBC-New York, 10/1/53 FWK

PROJECT NAME:	"BLACK ARTISTS'S AND JOHN DOUGLAS" ON BROADWAY
TEMPERAMENT:	Jack Arthur's TOY TOWN SERIES
TIME:	Tuesday, 8:00-8:30 p.m., EST
MOUNTED:	Room, objects and player (or players with special permission of the Library of the Performers)
STAR:	Jack Arthur
PARTICIPANT:	Jack Arthur
DIRECTOR:	Jack Arthur
CONDITIONS:	BBC Studios, New York

NBC TRADE NEWS

October 1, 1953

BIG MOVIE STARS TO PORTRAY MAJOR CINEMALAND FOLKS IN 'HOLLYWOOD STORY' ON NBC RADIO NETWORK

- - -

Robert Cummings in Wallace Reid Part; Marilyn Monroe Will Be Featured in Her Own Story

A new NBC radio program, THE HOLLYWOOD STORY presenting dramatizations of lives of famous movie stars, will be inaugurated Sunday, Oct. 4 (8 p.m., EST), in cooperation with the Screen Publicists of Hollywood.

The initial program will be based on the life of Wallace Reid. Motion picture and television star Robert Cummings will enact the title role in "The Wallace Reid Story."

In future weeks the series will present Desi Arnaz in the Valentino story, Ava Gardner in the Clara Bow Story; Danny Kaye in the Sam Goldwyn Story and Marilyn Monroe in her own story.

The stories will not necessarily concern themselves with individual former screen greats, but will also take in complete cycles such as the Mack Sennett era and the conversion from silent films to talking pictures.

Arthur Jacobson will direct the program which is written by Paul Franklin.

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FWK

NBC TRADE NEWS

October 1, 1953

FIRST MAJOR CHANGE IN NBC RADIO 'CUE' ANNOUNCEMENTS IS MADE SINCE 1927; WILL DIFFER FROM TV CUES

- - -

Phrase Designed for Affiliated Station Origin Credits

The first major change in the NBC Radio Network "system cue" since 1927 goes into effect Friday, Oct. 2, it was announced today (Oct. 1) by John Cleary, program director of the NBC Radio Network.

The new cue will give the NBC Radio Network an identification separate and apart from television and will have two variations. In addition, a special announcement will be used for plugging affiliates where programs originate.

The basic announcement which will preceed the NBC chimes will be "This is the NBC Radio Network," with emphasis on the word "radio." The two variations for network origination use are "NBC - Nation's Best Coverage. This is the NBC Radio Network," and "NBC Covers America - This is the NBC Radio Network." Following an origination from an affiliate the cue to network stations will be "This program was brought to you by Station XXX affiliated with the National Broadcasting Company. This is the NBC Radio Network."

The new system announcements are the third set of cues to be

(more)

used on a permanent basis since the start of the National Broadcasting Company in 1926.

The original cue as near as can be determined was "This is the National Broadcasting Company." A check of the master log as early as Dec. 31, 1927, reveals no mention of the system cue itself. However, the log of that date reveals a "notation to announcers" reading "The following is the station announcement to be used during the station break period: 'This is Station WEAF of the National Broadcasting Company, New York City.'"

Well-known veteran radio personalities like Pat Kelly, who was one of NBC's earliest announcers, say they are certain that the original "This is the National Broadcasting Company" which was carried as the standard cue until 1946 was used from the inception of network operations.

In January 1946, the abbreviation "NBC" was added so that from that date until the present, the cue was "This is NBC, the National Broadcasting Company."

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NBC-New York, 10/1/53

such as a government lobby issue has about as the political treadmilling
happens to type.

The original one is most so you to determine one "that is
the National Broadcasting Company." A report of the matter has to
delay to the. So, [illegible] provide to address of the to give the street.
However, the log of that will cover a "Statistics to Government" meas-
ing "the processing is not station announcement to be used during the
station broad period." This is radio's use of the national broad-
casting company, but this [illegible]

Hollywood adapts radio productions like the daily, the
one of 1920's medical [illegible] Then the Lucky Lady
original "This is the National Broadcasting Company" [illegible] the station
of the [illegible] and [illegible] had [illegible] the [illegible] of [illegible]
commercials.

In [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
from that [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
National Broadcasting Company."

NBC TRADE NEWS

ok

October 1, 1953

NBC RADIO NETWORK SENDS PANEL INVITATIONS TO 10,000 LISTENERS ASKING PROGRAM ADVICE

- - -

Plans to Write to a Million Set-Owners as 'Partners'

An "NBC radio network listeners panel," a plan to stimulate listener interest was launched ~~this week~~ by Ted Cott, operating vice president of the NBC Radio Network.

The plan which calls for sending out a million letters, eventually reaching a million radio-listening families, is designed to create a close relationship between the audience and the network by making the listener "a partner" in the programming of NBC radio.

The individual listener, specifically asked for his reactions to NBC's 28 new radio shows, will have a particular interest in each of the programs. //

Letters to the first 10,000 homes went out by mail this week in the Eastern seaboard area, and other mailings are planned in other parts of the country.

The text of letter follows:

"Your name has been suggested as a member of the American Radio Panel. This is a group of people all over the country who were chosen as representative of the American public and whose opinions shall be guideposts for us in evaluating the NBC Radio Network service.

(more)

"You see, we've been doing a lot of heavy thinging about radio programs recently and what's more we have backed up the heavy thinking with some heavy spending. We have just budgeted $5,000,000 more for new programs. This is an investment we are making in you. And naturally it is important that we get your reaction.

"We hesitated before asking you to become our partners in this activity for we know that it isn't always easy to sit down and write out your opinions. But radio, uniquely, goes into every home in America and as your guests we felt you might be willing to help.

"It might be interesting for you to know that last year 11,000,000 new radio sets were bought by you. Of these 3,243,000 were in automobiles. Thus, by January, 1953 (the last date for which we have figures), there were 110,000,000 radios in America.

"We are attaching a list of some of the 28 new programs which NBC radio is starting October 4. Would you please listen to as many of these as you can and write us your reaction? We are anxious to hear from you and have enclosed a self-addressed, stamped envelope.

"Thanks for your help. And if we can be of help to you in any way, please let us know.

Sincerely,

(signed) Ted Cott"

In addition to the list of 28 new shows and self-addressed envelope there was a short questionnaire asking: "How many radios do you own?" "Do you have a radio in your kitchen?" "In your bedroom?" "Automobile?" "Portable radio?" Listeners also were asked how they divided their listening time between radio and TV.

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NBC-New York, 10/1/53

SPONSORS OF FOUR TOP NBC-TV SHOWS RENEW CONTRACTS FOR 52 WEEKS

Five sponsors of four of NBC-TV's top shows have renewed contracts for another 52 weeks, it was announced today.

The renewals are:

Philco Corporation and the Goodyear Tire & Rubber company, as alternate-week sponsors of TELEVISION PLAYHOUSE (Sundays, 9-10 p.m., EST).

Gillette Safety Razor Co. as sponsor of CAVALCADE OF SPORTS boxing bouts (Fridays, 10:00-10:45 p.m., EST).

Gulf Oil Corp., as sponsor of THE LIFE OF RILEY starring William Bendix (Fridays, 8:30-9:00 p.m., EST).

Campbell Soup Company, as sponsor of CAMPBELL SOUNDSTAGE (Fridays, 9:30-10:00 p.m., EST).

The agencies involved are Young & Rubicam Inc. for Gulf and Goodyear; Hutchins Advertising Company for Philco; Maxon, Inc., for Gillette; and Ward-Wheelock Company for Campbell Soup.

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NBC-New York, 10/1/53

October 1, 1953

CHARLIE RUGGLES IN DAILY COMEDY, 'WORLD OF MR. SWEENEY,'
BECOMES WEEKLY FEATURE OF 'KATE SMITH HOUR' ON NBC-TV

Charlie Ruggles, noted motion picture comedian and character actor, has been signed by producer Ted Collins to star in a weekly situation comedy series on NBC-TV's KATE SMITH HOUR (Mondays through Fridays, 3-4 p.m., EST).

Ruggles will appear once a week, beginning Wednesday, Oct. 14, in "The World of Mr. Sweeney," the story of a lovable, though eccentric, proprietor of a general store situated in a small Mid-western town.

One of the motion picture capital's most popular character actors, Ruggles has countless screen hits to his credit. Some of his more noted movie successes were "No Time for Comedy," "Maryland," "The Parson of Paniment " (a serious role) and "Incendiary Blonde." He has starred in a television series and on many radio programs.

Collins predicts a great future for the Ruggles' comedy series. A keen judge of public tastes, Collins was responsible for the TV success of "Ethel and Albert," a popular situation comedy series now seen weekly on NBC-TV. He introduced the series to video audiences

(more)

on the "Kate Smith Hour" two years ago and it immediately became a popular feature of the show.

Some years ago on Kate Smith's radio show, Collins presented a then unknown family-comedy series called "The Aldrich Family." The rest is history. Following a successful run as a feature on Miss Smith's program, it became a popular radio and then TV series.

The "Kate Smith Hour" will return to the air following the conclusion of the baseball World Series next week.

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NBC-New York, 10/1/53

NBC TRADE NEWS

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October 2, 1953

BRIG. GEN. DAVID SARNOFF ANNOUNCES ELECTION OF JOSEPH V. HEFFERNAN AND ROBERT W. SARNOFF TO BOARD OF NATIONAL BROADCASTING COMPANY

FOR RELEASE TO MORNING NEWSPAPERS MONDAY, OCT. 5.

NEW YORK, Oct. 5 -- Brig. Gen. David Sarnoff, Chairman of the Board, announced today that Joseph V. Heffernan and Robert W. Sarnoff have been elected members of the Board of Directors of the National Broadcasting Company.

Mr. Heffernan is Vice President for Finance and Services of the National Broadcasting Company, and Mr. Sarnoff is Vice President in charge of the NBC Film Division.

Mr. Heffernan joined the NBC April 6, 1951, as Financial Vice President. Previously he was Vice President and General Attorney of the Radio Corporation of America, which he joined in 1935. He is also a member of the Board of Directors of RCA Communications, Inc., which is a wholly owned subsidiary of the RCA. During World War II, Mr. Heffernan was a Lieutenant with the Air Force, Atlantic Fleet, U.S. Navy. Born in Washington, Ind., he is a graduate of St. Louis University and the Indiana University Law School. He holds an LL.M. degree from Columbia University.

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Mr. Robert W. Sarnoff joined the NBC as an account executive on the Sales Staff of the Television Network in January, 1948, later becoming Production Manager, Manager of Program Sales, and Director of TV Unit Productions. On June 6, 1951, he was elected a Vice President of the Company. Prior to joining the NBC he was Assistant to the Publisher of Look Magazine and served in a similar capacity with the Des Moines Register and Tribune in Des Moines, Iowa. During the early part of World War II Mr. Sarnoff served in Washington, D.C., with General William Donovan, Coordinator of Information, and also with the Naval Communications Service. During the last three years of the War he served in the Pacific as a Lieutenant in the United States Navy. He is a graduate of Phillips Academy and of Harvard University. For his pioneering achievements with "Victory at Sea," the United States Navy recently conferred upon him the Navy Distinguished Public Service Award, which is the highest award given to any civilian by the Navy.

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NBC-New York, 10/2/53

NBC TRADE NEWS

October 2, 1953

MILTON BERLE IS TOPS--IN COMEDY AND RATINGS;
OPENING BUICK SHOW HAD 74.1 SHARE OF AUDIENCE
- - -
And 39.9 Trendex Against Big-Name Competition

Berle's back, stronger than ever!

That's the only conclusion to be reached from a special 10-city Trendex survey made from 8-9 p.m., EST, Tuesday, Sept. 29, when Milton Berle returned to NBC-TV with his BUICK-BERLE SHOW.

Here are the Trendex figures which show that Berle is still No. 1, still the Tuesday night comedy and ratings King:

The opening "Buick-Berle Show" received a commanding hourly Trendex rating of 39.9 and a whopping share-of-audience figure of 74.1.

Broken down by half hours, Berle notched a 40.4 rating and audience share of 75.8 from 8:00-8:30 p.m., compared with 8.2 and 15.0 for his closest competition (CBS' "Gene Autry Show"). In the second half-hour, Berle's rating was 39.4 and audience share 72.4, compared with 11.1 and 19.9 for the next competition (CBS' "Red Skelton Show").

Noteworthy is the comparision of Berle's hourly rating of 39.9 and 74.1 audience share this year with the 38.3 and 69.1 he averaged his second and third weeks of last season. It shows that even with increased competitive programming against him, Berle' rating is higher than ever.

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October 5, 1952

MILTON BERLE IS TOP--IN COMEDY AND NATIONS:

OPENING HULLY WHOM HAS 74.1 CHANCE OF ADDITIONS

And 39.9 Trendex Against Big-Name Competition

Berle's back, accompanied that over!

That's the only conclusion to be reached from a special 10-
ity Trendex survey made from 8-9 p.m. EST Tuesday. Seth, 39, made
ition Berle returned to NBC-TV (also on BUICK-BERLE SHOW).

Here are the Trendex figures which show that Berle is still
o. 1, still the Tuesday night comedy king (NBC):

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Broken down by half hours, Berle notched a 40.1 rating and
audience share of 75.8 from 8:00-8:30 p.m., compared with 8.0 and
7.0 for his closest competitor (CBS' "Gene Autry Show"). In the
second half-hour, Berle's rating was 39.8 and audience share 72.4,
compared with 11.1 and 19.9 for the next competitor (CBS' "Mel
Blanc Show").

Noteworthy is the comparison of Berle's hourly ratings of
39.9 and 74.1 audience share this year with the 38.1 and 69.1 he scored
in his second and third weeks of last season. It shows that Berle
with increased competitive programming against NBC, Berle's ratings is
higher than ever.

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NBC TRADE NEWS

October 2, 1953

JOAN DAVIS STARTS FALL SEASON AND SECOND YEAR OF 'I MARRIED JOAN,' NBC-TV SITUATION COMEDY

- - -

As Usual, Things Are Trying Indeed for Jurist Hubby

Joan Davis starts her Fall series and second year as star of her own situation comedy program, I MARRIED JOAN on Wednesday, Oct. 14 (NBC-TV, 8 p.m., EST). Joan plays the role of Joan Stevens, wife of Domestic Relations Court Judge Bradley Stevens (Jim Backus). The zany Mrs. Stevens consistently involves her husband and her household in a series of hilarious situations. The judicial dignity is often sorely tried, and Judge Stevens frequently wonders if the cases he hears in court are half so trying as his own home life.

In the first program of the new series, Judge Stevens and Joan decide that he should grow a mustache to make him look older and thus more eligible for a Superior Court post. However, the new hirsute adornment seems to attract the ladies more than it does judicial attention. Logically, Joan decides that the lady-killing mustache must go.

(more)

Because Brad has grown to like the mustache, she has to shave it off while he is sleeping. Meanwhile, a committee has decided to name Brad as a candidate for Superior Court. Joan realizes she has pulled a major faux pas and starts shopping for a mustache replacement.

It was just a year ago that comedienne Joan Davis deserted motion pictures and radio to engage wholeheartedly in television activities. In addition to appearing as the star of her TV series, she has developed her own series, which she assists in producing, writing and casting.

P.J. Wolfson produces and John Rich directs "I Married Joan. It is sponsored by the General Electric Company through the Young & Rubicam, Inc., agency.

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NBC-New York, 10/2/53 FWK

CREDITS FOR 'I MARRIED JOAN' ON NBC'TV

PROGRAM:	I MARRIED JOAN
TIME:	Wednesdays, 8 p.m., EST, NBC-TV
FALL SERIES STARTS:	Wednesday, Oct. 14
FORMAT:	Domestic situation comedy
STAR:	Joan Davis
SUPPORTING CAST:	Jim Backus as Judge Bradley Stevens
PRODUCER:	P.J. Wolfson
DIRECTOR:	John Rich
ASSISTANT DIRECTOR:	Joe Depew
MUSIC DIRECTOR:	Roger Wagner
WARDROBE:	Maza Buechel
SPONSOR:	General Electric
AGENCY:	Young and Rubicam, Inc.
ORIGINAL STARTING DATE:	Oct. 15, 1952

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NBC-New York, 10/2/53 FWK

NBC TRADE NEWS

October 2, 1953

'EGBERT AND UMILY' A BOOKWORM PUPPET AND A STEAM SHOVEL, STAR ALONG WITH HERB SHELDON IN NBC RADIO KIDDIE SERIES

EGBERT AND UMILY, the whimsical children's show presided other by Herb Sheldon, is now featured on the NBC radio network Sundays, 8:30-9:00 a.m., EST. (Premiere date is Oct. 4.)

Egbert the bookworm, a finger puppet of rare accomplishments, will pop from endless volumes full of endless knowledge on an equally endless range of subjects. Egbert's view of the world, by no means "worm's eye," will be given ample illustration as the series progresses.

Umily, the steam shovel with metal parts but a heart of the purest gold, will have as much to say in word and deed on the early Sunday morning show.

Sheldon's sense of humor and profound knowledge of Egbert, Umily and the young audience for which the program is designed, will be prominently displayed in each broadcast.

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NBC-FWK

NBC TRADE NEWS

October 5, 1953

LEWIS-HOWE CO., FOR TUMS, FIRST BUYER INTO 'THREE PLAN' OF NBC RADIO NETWORK; SHARES IN 3 MONDAY-FRIDAY SERIES

The Lewis-Howe Company, makers of Tums, has signed as the first participating sponsor on NBC Radio's "The Three Plan" programs for the fall.

Beginning Tuesday, Oct. 13, Tums will be advertised with one participation per week on each of the three Monday-through-Friday strip programs included in the plan.

The participations bought by the sponsor through the Ruthrauff & Ryan agency are on Tuesday nights, Wednesday mornings and Thursday afternoons, and are scheduled for 13 weeks.

"The Three Plan," which went into effect on the NBC radio network on Oct. 5, is so called because it is limited to three specific strip programs and the minimum purchase requirement for the advertiser is total of three participations per week.

Programs in the plan are SECOND CHANCE (11:45 a.m.-12 noon, EST), an audience-participation show attracting large, primarily housewife audiences; IT PAYS TO BE MARRIED (5:45-6 p.m., EST), another audience-participation show in which husbands and wives tell how their marriages have succeeded despite tremendous hardships; and FIBBER MCGEE AND MOLLY (10-10:15 p.m., EST), radio's perennial favorites in a new 15-minute format. All three programs are aired Monday through Friday.

(more)

2 - 'Three Plan'

Each of the 15-minute segments may have three one-minute announcements, or 15 commercial availabilities a week per strip, making a total of 45 participations per week in the three strips. An advertiser may buy as many participations as he wants in any of the strips. The price is based on one-third of the 15-minute rate for time, and a pro-rata share of the overall talent cost.

The plan gives the client great flexibility, frequency of advertising, large cumulative audiences and low cost per thousand.

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NBC-New York, 10/5/53

NBC TRADE NEWS

October 5, 1953

'MAN AGAINST CRIME,' STARRING RALPH BELLAMY AS CLEVER, TOUGH PRIVATE EYE, MOVES TO NBC-TV OCT. 11

Ralph Bellamy, MAN AGAINST CRIME, will move to the NBC television network as the popular detective series starts its fifth year on the air Sunday, Oct. 11 (10:30 p.m., EST).

The half-hour filmed presentations will be sponsored by R.J. Reynolds Tobacco Co. William Esty Co., Inc., is the agency.

Bellamy is starred as Mike Barnett, hard-boiled private detective who relies on his wits and fists in his work as the "Man Against Crime." Bellamy has played the role since the show started in October, 1949. At the time he was also starred as tough detective Jim McLeod in the Broadway hit, "Detective Story."

"Man Against Crime" has been a filmed feature for the past year. Before that it was a "live" presentation. The shows are filmed mainly at the old Thomas A. Edison studios, Bronx, New York, which were originally built in 1902. Much of the time, however, the shooting is on location in and about New York City, with the result that viewers have been taken on a "lazy man's tour" of the metropolis when the plots utilized such places of interest as the Statue of Liberty, Polo Grounds, Palisades Amusement Park, New York Botanical Gardens, a ride on the Staten Island Ferry or sightseeing yacht around New York.

(more)

During the premiere NBC program Oct. 11, Mike Barnett dons a diving suit and plunges into Long Island Sound as he faces death and a murderer in "Death Wears Lead Shoes."

"Man Against Crime" was created by Lawrence Klee. The series is produced by Edward J. Montagne, with Frank Maher in charge of production. Bellamy is the only regular cast member, with various supporting players presented each week.

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NBC-New York, 10/5/53 FWK

CREDITS FOR 'MAN AGAINST CRIME' ON NBC-TV

PROGRAM:	MAN AGAINST CRIME
TIME:	NBC-TV, Sundays, 10:30 p.m., EST, starting Oct. 11
FORMAT:	Detective mystery cases
STAR:	Ralph Bellamy as Mike Barnett, private detective.
PRODUCER:	Edward J. Montagne
PRODUCTION SUPERVISOR:	Frank Maher
WRITER:	Various
CAST:	Changes weekly. Oct. 11 program "Death wears Lead Shoes" cast includes David Kerman, Fred Herrich, Herb Voland, Albert Linbille, Kevin O'Morrison and Julia Meade.
CREATOR:	Lawrence Klee
SPONSOR:	R.J. Reynolds Tobacco Co.
AGENCY:	William Esty Co., Inc.
ORIGINATION:	Filmed at Bedford Park Film Studios, New York, and on location.

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NBC-New York, 10/5/53 FWK

[illegible]

PROGRAM:	[illegible]
TITLE:	[illegible]
ORIGINAL:	[illegible]
STAR:	[illegible]
PRODUCER:	[illegible]
PRODUCTION: WRITTEN BY:	[illegible]
WRITER:	[illegible]
CAST:	[illegible]
DIRECTOR:	[illegible]
SPONSOR:	[illegible]
AGENCY:	[illegible]
DISTRIBUTION:	[illegible]

[illegible]

NBC TRADE NEWS

October 5, 1953

'COLLEGE QUIZ BOWL' ON NBC RADIO WILL OFFER
INTER-CITY PICKUPS OF STUDENT TEAMS

An intercollegiate competition in which the emphasis will be on brains instead of brawn will be introduced Saturday, Oct. 10, when NBC radio presents COLLEGE QUIZ BOWL (8-8:30 p.m., EST).

Each week four students from two different universities will compete in a "long distance" quiz presided over by Allen Ludden. The competing students will broadcast from the NBC radio affiliate nearest their respective campuses.

The Oct. 10 program will match students of Columbia and Northwestern universities. The Columbia representatives will be heard from the studios of WNBC in New York, and the Northwestern team from WMAQ, Chicago. The winner will oppose Wesleyan University on the Oct. 17 program.

Each week the winning college will receive a prize of $500 to be used in any scholarship or campus fund of its choice.

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FWK

NBC TRADE NEWS

October 5, 1953

'ARTHUR MURRAY DANCE PARTY,' WITH KATHRYN MURRAY AS HOSTESS, STARTS ON NBC-TV OCT. 19.

- - -

Noted Dancing Master Will Produce; Guest Stars to Appear

The ARTHUR MURRAY DANCE PARTY will be seen over the NBC television network each Monday eveing (7:30-7:45 p.m., EST) beginning Oct. 19.

The program is produced by Murray and was first seen on TV in 1950. It will continue to feature his wife, Kathryn Murray, as hostess. A guest star will participate in the program, and Mrs. Murray will do a speciality dance each week.

A "mystery dance," during which viewers are asked to identify the name of a dance performed by Arthur Murray instructors and students, will also continue as a regular feature on the program.

The "Arthur Murray Dance Party" will be directed by Colby Ruskin and music will be under the direction of Ray Carter.

The program will be sponsored by the Consolidated Royal Chemical Corporation for their products Liquinet and Krank Shave Kream. Agency is Dancer, Fitzgerald-Sample, Inc.

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CREDITS FOR THE 'ARTHUR MURRAY DANCE PARTY' ON NBC-TV

PROGRAM:	ARTHUR MURRAY DANCE PARTY
TIME:	Mondays, beginning Oct. 19, 1953, 7:30-7:45 p.m., EST
STAR:	Kathryn Murray as hostess, and a guest star each week.
FORMAT:	Program will feature hostess Kathryn Murray in a weekly speciality dance, performance by the guest star and the "Mystery Dance."
PRODUCER:	Arthur Murray
DIRECTOR:	Colby Ruskin
MUSIC DIRECTOR:	Ray Carter
SPONSOR:	Consolidated Royal Chemical Corporation for Liquinet and Krank Shave Kream.
AGENCY:	Dancer, Fitzgerald, Sample, Inc.

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NBC-New York, 10/5/53 FWK

send release

October 5, 1953

DR. LOUIS FINKELSTEIN AND BRIG. GEN. DAVID SARNOFF
TO SPEAK ON PROGRAM MARKING START OF
10TH YEAR FOR 'ETERNAL LIGHT'

The ETERNAL LIGHT radio program, produced by NBC weekly in cooperation with the Jewish Theological Seminary of America, will mark the start of its 10th year on the air with a revival of four of the most notable broadcasts in its history.

The four-week cycle will open Sunday, Oct. 11 (12:30 p.m., EST), with "The Song of Berditchev," by Morton Wishengrad, a drama of Reb Levi Yitzhok, a religious man who questioned the rules in the Talmud.

On this occasion, Dr. Louis Finkelstein, Chancellor of the Jewish Theological Seminary of America, and Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, will speak briefly at the close of the drama.

The broadcast for Oct. 18 will be "Mrs. Steinberg's Partner in Heaven," by Sylvia Berger, a drama of a woman who performs good deeds on earth and comes to be considered a partner to the angels.

(more)

The Oct. 25 revival will be "Moses Mendelssohn" by Morton Wishengrad, a drama of a hunchback philosopher in 18th-Century Germany who fought for the cause of freedom of belief and conscience.

The Nov. 1 broadcast will be "Watchman, What of the Night?" by Joseph Mindel, a story of Isaac Rosenberg, the poet who was killed during World War I performing an act of bravery.

Since its inception on the air, "Eternal Light" has been cited often for excellence in its field. It has been honored for its systematic exploration of the potential of radio drama as a medium of religious instruction and as an important spiritual force in the community.

Original music for the program is composed and arranged by Morris Mamorsky, conducted by Milton Katims. Edward King is the director. Milton E. Krents is producer for the seminary, and Marilyn Kaemmerle is supervisor for NBC. Cantors Robert H. Segal and David Putterman sing the liturgy. Dr. Ben Zion Bokser, rabbi of Forest Hills (N.Y.) Jewish Center, is program editor.

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NBC-New York, 10/5/53

The Oct. 25 revival will be "Above Rubicon" by Morton Wishengrad, a drama of a humanism philosopher in 16th-century Germany who fought for the cause of freedom of belief and conscience.

The Nov. 1 broadcast will be "Antigone, Wife of the Mighty" by Joseph Mitnaul, a story of Lewis Hochberg, the boy who was killed during World War I protecting an act of bravery.

Since its inception on the air, "Eternal Light" has been lauded often for excellence in its field. It has been honored for its systematic exploration of the potential of radio drama as a medium of religious instruction and as an important spiritual force in the community.

Original music for the program is composed and arranged by Morris Mamorsky, conducted by Milton Katims. Edward Kilgo is the narrator. Milton E. Kranta is producer for the network, and Beatrice Somerville is supervisor for NBC. Cantor Isaac H. Sigal and Rabbi Ottenson are the liturgy. Dr. Jan Eton Kabcen, rabbi of Temple Emanu-El, N.Y.) Jewish Center, is program editor.

NBC-New York, 10/2/53

25,233,000 TV SETS IN U.S.A.; MORE THAN 55% OF HOMES NOW EQUIPPED, ACCORDING TO NBC RESEARCH ESTIMATES

More than 55 per cent of all homes in the United States now have television, according to an estimate released today by Hugh M. Beville Jr., NBC director of research and planning.

This figure is based on an estimate compiled by the NBC Research and Planning Department which indicates that the total number of TV sets in the country reached 25,233,000 as of Sept. 1. This represents an increase of 338,000 sets during August and 6,521,000 more sets than were in U.S. homes on Sept. 1, 1952.

As of Sept. 1, 1953, the NBC-TV network included 116 stations, 86 of them interconnected. This interconnected network serves areas accounting for 24,583,000 TV sets, or 97.4 per cent of all sets in the country.

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NBC-New York, 10/5/53

25,233,000 TV SETS IN U.S.A.; MORE THAN 95% OF HOMES NOW HAVE-TV, ACCORDING TO NBC RESEARCH DIRECTOR

More than 95 per cent of all homes in the United States now have television, according to an estimate released today by John M. Cavalli, NBC director of research and planning.

This figure is based on an estimate compiled by the NBC Research and Planning Department which indicates that the total number of TV sets in the country reached 25,233,000 as of Sept. 1. This represents an increase of 398,000 sets during August and 8,512,000 more sets than were in U.S. homes on Sept. 1, 1952.

As of Sept. 1, 1953, the NBC-TV network included 136 stations, 80 of them interconnected. The interconnected network serves areas accounting for 21,583,000 TV sets, or 93.4 per cent of all sets in the country.

FAMOUS 3-NOTE NBC CHIMES SALUTED IN MUSIC BY OUTSTANDING MUSICAL GROUPS IN SEVERAL PARTS OF THE WORLD

A program offering a musical salute to NBC's musical trade mark, its three chimes, will be made in a special broadcast, "The Three Chimes," Friday, Oct. 9 (NBC radio, 9:35-10:00 p.m., EST). The three famous notes of the chimes -- G, E, C -- will be the musical subject of special treatment by a variety of composers and musical organizations.

Original works based on the notes of the chimes will include a composition by Roger Roger conducting the French Broadcasting System Orchestra; a piece by the Dixieland Dukes from the French quarter of New Orleans; Skitch Henderson's versions a la Bach, Chopin, Gershwin and "a French impressionist;" the Keesler Air Force Base Choir version; a Calypso interpretation from Trinidad, and a special composition by Don Gillis "Bing, Bang, Bong, a Fantasy on a Trade Mark," by the NBC Symphony Orchestra.

The chimes were originated in 1927 as an identification signal by NBC. At first there were seven notes and they were struck manually by the announcers. Much confusion resulted and finally the three-note G, E, C signal was evolved. Today the signal is given

(more)

automatically 30 seconds before the half hour by push button control. While the signal is a trade mark for the public, it is also an engineering cue to the Master Control system of the engineering department.

The trade mark was registered in 1950 with the U.S. Patent Office and was the first purely audible trade mark handled by that government agency.

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NBC TRADE NEWS

October 6, 1953

FRANK SINATRA PLAYS RESTLESS AND FOOTLOOSE ROCKY FORTUNE, IN HIS RADIO ACTING DEBUT ON NEW NBC NETWORK SERIES

- - -

Noted Singing Star Follows Up 'Eternity' Movie Hit With Stellar Dramatic Role on Tuesday Night Schedule

Frank Sinatra is making his radio debut as an actor in his new NBC radio series ROCKY FORTUNE (Tuesdays, 9:35 p.m., EST). The first broadcast took place, Tuesday, Oct. 6.

Cast as a restless, footloose fellow with a penchant for trouble and a magnetic attraction for excitement, Sinatra takes the wisecracking Rocky into a variety of jobs, ranging from driving a coach for a flossy perfume shop to work as a steeplejack or cab driver.

Sinatra, a veteran of countless broadcasts in which he was a starring singer, has more recently turned his hand to straight acting with spectacular results. His performance in the motion picture "From Here To Eternity," in which he portrayed the scrappy little soldier, Maggio, brought critical acclaim from screen critics.

His radio series, is an offshoot of his acting career, which he is carrying on concurrently with his singing appearances in night-clubs, theatres and television.

"Rocky Fortune" is written by George Lefferts.

-----o----- FWK

NBC TRADE NEWS

VETERAN DISC JOCKEY ART FORD EMCEES 'BIG PREVIEW,' 2-HOUR PLATTER-AND-CHATTER SERIES ON NBC RADIO

- - -

Saturday Daytime Series Will Have Guest Spinners

Veteran disc jockey and emcee Art Ford will inaugurate a new two-hour program, THE BIG PREVIEW, starting Saturday, Oct. 10 (NBC radio, 11 a.m. to 1 p.m., EST).

Ford will preview forthcoming record releases on the program and will also play some of the latest unusual record hits. Three guest disc jockeys from various parts of the country will participate in the show and, together with Ford, each will rate and select their choices as the best of the new record releases.

Taking part in the first broadcast will be dee-jays Warren Vasen of Station WLC in Davenport, Iowa; Ron Lindamood, Station WSLS, Roanoke, Va., and Budd Heyde, Station KNBC, San Francisco, Calif.

"The Big Preview" will be produced and directed for NBC by Parker Gibbs.

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NBC-New York, 10/6/53 FWK

CREDITS FOR 'THE BIG PREVIEW' ON NBC RADIO

PROGRAM:	THE BIG PREVIEW
TIME:	Saturdays, 11:00 a.m. 1:00 p.m., EST
STARTING DATE:	Oct. 10, 1953
HOST:	Art Ford
FORMAT:	A two-hour record show with Art Ford as master of ceremonies previewing new and unusual record releases. Three guest disc jockeys from various parts of the country will also take part in the program. With Ford, they will rate the new releases.
PRODUCER-DIRECTOR:	Parker Gibbs

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NBC-New York, 10/6/53 FWK

CREDITS FOR "THE BIG REVIVAL" OF DR. CARLO

PROGRAM: THE BIG REVIVAL

TIME: Wednesday, July 6th
7:00 P.M. EST

STANDARD WORK: Oct. 20, 1955

HOST: Art Ford

STORY: A Confession Involved
Alan Martin Has Done
So Wrong It Cries
Avenging Prosecutor
Ben and Michael Be-
come Jailbirds,Dave
Finds Girl Jockeys
Come Racing Pretty
Of The Country-Bill
Also Have Part In
The Program. Into
Form, They Will
Have The New
Melodies.

PRODUCER-DIRECTOR: Parker Gibbs

NBC TRADE NEWS

DIRECT MAIL AWARD TO MRS. H.M. HALL,
NBC WESTERN AD-PROMOTION MANAGER

A direct mail campaign to agencies and advertisers devised by Mrs. Helen Murray Hall, advertising-promotion manager for the NBC Western Network, has been named "Best of Industry" in the annual contest sponsored by the Direct Mail Advertising Association. ||

Mrs. Hall's campaign, which was conducted from September, 1952, to August, 1953, consisted of two mailings per week. One mailing, promoting NBC shows and NBC time, was illustrated with cartoon art and was distributed to West Coast agencies and advertisers. The other consisted of reprints of NBC-TV's weekly trade-ads, plus "tip-on" messages, and was sent to both West and East Coast outlets.

The prize-winning campaign will be displayed throughout the United States and Canada during the coming year, according to William B. Henderson, managing director of the Direct Mail Advertising Association.

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NBC-New York, 10/6/53

FIRE PREVENTION WEEK OBSERVED ON NBC-TV AND RADIO WITH SPECIAL ANNOUNCEMENTS ON MANY PROGRAMS

It's Fire Prevention Week, and in few places will Sparky, fire-fighting dog that symbolizes the Home Fire Prevention Campaign, be more in evidence than on NBC-TV and NBC radio.

Messages stressing the importance of fire safety will be seen and heard during the week on four NBC-TV network programs, two WNBT programs in New York, and heard 22 times during the week on NBC radio programs.

Network television shows which will carry Fire Prevention messages are TODAY, THE KATE SMITH HOUR, GABBY HAYES and HOWDY DOODY. In New York, the campaign also will be promoted on THE HERB SHELDON SHOW and THE MOREY AMSTERDAM SHOW on WNBT.

Among the NBC radio programs which will carry the fire prevention advice are IT PAYS TO BE MARRIED, FRONT PAGE FARRELL, STARS IN JAZZ, MUSIC FOR MODERNS, MEET THE PRESS, KALTENBORN EDITS THE NEWS and other news programs.

Running from Oct. 4-10, Fire Prevention Week was proclaimed by President Eisenhower and is sponsored by the National Fire Protection Association.

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NBC-New York, 10/6/53

FCC INVESTIGATES NEW FREQUENCY OF AM-FM AND TV WITH SPECIAL APPROPRIATION OF $1.5 MILLION

THE FCC'S PRESIDENTIAL TASK, AND AS THE FIRST ACTIVITY, FIVE-STATION AM-FM AND TV APPLICATIONS ARE BEING FILED CONCERNING OR MORE IN ATTEMPTS THAT ON UHF-TV AND FM RADIO.

PRESIDENT DEWEY'S PROCLAMATION OF THE NEWLY ADOPTED AND BEST PROCESSES IN NEW YORK, WHO HAVE ON THE UHF-TV AND RADIO PROGRAMS.

BROADCAST INDUSTRY SHOWS WHICH WILL MEET THE INTERNATIONAL MEANINGS ARE FOUND. THE NEW ERIE SPORT, BOSTON DAILY AND NEWS FORMS. IN NEW YORK, THE MORNING SHOW WILL BE PRESENTED BY THE TOWN MAGAZINE AND MONEY MAGAZINE ONLY ON BOSTON.

AMONG THE NEW RADIO PROGRAMS WHICH WILL MEET THE FIFTH PRESENTATION BEFORE THE FCC EARS TO BE REVIEWED, WHERE THE EVENING, THAT IN JAZZ, BASIC FOR MODERN, MANY THE TRUCK, AND THE SHOW AND OTHER NEW PROGRAMS.

TOGETHER THEY ON, WITH, WITH THE TRANSMITTER TOWER AND PRESENTED BY PRESIDENT EISENHOWER, THE IS PRESENTED BY THE NATIONAL FILM COMMUNICATION ASSOCIATION.

NBC TRADE NEWS

October 7, 1953

STEWART WARNER TO SPONSOR SWAYZE NEWS PERIOD
3 DAYS A WEEK ON NBC RADIO

The Stewart Warner Corporation will sponsor John Cameron Swayze, one of America's foremost news commentators, on the NBC radio 9:30-9:35 p.m., EST, news period on Tuesdays, Thursdays and Fridays it was announced today (Oct. 7) by Fred Horton, director of sales for the NBC radio network.

The program to be titled ALEMITE NEWS WITH JOHN CAMERON SWAYZE will be sponsored on behalf of Alemite lubricants starting Tuesday, October 20. In the meantime Horton said, Swayze will take over that news period on a sustaining basis effective immediately.

The contract for the full NBC radio network was signed for 52 weeks through the MacFarland Aveyard Agency in Chicago.

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NBC TRADE NEWS

October 7, 1953

TWO NEW SALES AND ONE EXTENDED CONTRACT ANNOUNCED FOR NBC-TV'S 'TODAY'

Two new time buys and one extended contract on TODAY, popular early morning news and special events show, were announced today by NBC-TV.

Tetley Tea Co., Inc., has purchased 26 participations to be seen over 26 weeks (starting date was Oct. 2). The agency is Geyer Advertising, Inc.

Hathaway Manufacturing Co., maker of curtains, has purchased 11 participations in three weeks (starting date was Oct. 5). Fletcher D. Richards, Inc., is the agency.

American Maize-Products Company, makers of Amazo Instant Dessert, have extended their contract to include 18 more participations in nine weeks, beginning Oct. 27. The extension was placed through Kenyon & Eckhardt, Inc.

"Today," starring Dave Garroway, is seen Monday through Friday from 7-9 a.m., EST and CST.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

send release

October 7, 1953

LISTENERS TO 'RCA VICTOR SHOW WITH DENNIS DAY'
WILL HAVE OPPORTUNITY OF WINNING $5,000 REWARD

- - -

Mailing Post Card With Phone Number Is Only Entrance
Requirement, and Alertness to Show May Pay Off

An opportunity to win $5,000 as a reward for exceptional alertness is being offered by the RCA VICTOR SHOW STARRING DENNIS DAY (NBC-TV, Mondays 9 p.m., EST) to its viewers, with the first award going to an alert listener on Oct. 19.

One of the simplest of all television contests, the "Be Alert" contest involves only the mailing of one post card and the careful attention of the viewer to the program itself.

To enter the contest, a viewer must write one post card giving his name, address and telephone number. He mails this post card to Dennis Day, P.O. Box 829, Hollywood, Calif.

Each week on the RCA VICTOR SHOW, one post card is drawn. A telephone call is placed to the sender of the card at the number on this card. The person called is asked one simple question, such as: "What is the name of the girl in Dennis' second song tonight?"

(more)

or a question concerned with the surroundings in which the song was sung. If the person answers the question correctly he wins the $5,000 cash prize. If the person fails to answer the question, no other call is placed. There is no jackpot buildup of the prize money for the next week.

On the following Monday night's program, all the cards received during that week -- plus all those previously received -- are used again for the drawing. In this way, a viewer by sending in just one post card, has a chance to win each week throughout the contest.

The question will be asked on the show, but the phone call will be made following the program, with the winner announced on the following week. The contest will run through Dec. 28.

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NBC-New York, 10/7/53

MARTIN AND LEWIS 'COMEDY HOUR' 2 TO I OVER COMPETITION IN RATINGS; MARTHA RAYE 'ALL STAR REVUE' IS ALSO TOPS

Martin and Lewis by two to one and Martha Raye by almost as much!

That's the story of the rating supremacy of two top NBC-TV shows that returned to the air last week end.

As brought out in a special Trendex survey, here are the figures pointing up NBC-TV's leadership:

Martin and Lewis, starring in the first COLGATE COMEDY HOUR of the season (Sunday, 8-9 p.m., EST), has a Trendex rating of 33.8 and a commanding share of audience figure of 62.2. Figures for the closest competition (CBS's "Toast of the Town") were 17.3 and 31.8.

Martha Raye, starring in the season's first ALL STAR REVUE (Saturday, 9-10:30 p.m., EST), received an average hour-and-a-half rating of 28.0 and share of audience figure of 53.7. The corresponding hour-and-a-half rating for the closest competition (three CBS shows) was 16.7 and audience share of 31.5.

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NBC-New York, 10/7/53

MARTIN AND LEWIS 'DEAN' 2 OF 1 WITH CONSIDERABLE IN-BATTLES; MARTIN HAVE 'GOT DEAN BACK' IN ALL THE

Martin and Lewis by one to one and all Martin then in direct as weak.

There's the story of the rolling stockings of one top 'Dean-it' whom that returned to the air land week ago.

As brought out in a typical Dennis Martin, here are the figures pointing up 'Dean-Martin' interchange:

Martin and Lewis, appearing in last first combine comedy date at the theatre (Lewis, Jan 2-4, 1957), has a Theater rating of 32.0 and a corresponding index of an house figure of 74.2. Figures for the clowns' competition (Martin 'Dean of the Team') were 27.1 and 34.4.

Where Lewis, starring in the Paramount film 'At Dean Revue' (Saturday, 7-Jan 2 ... 1957), received an average Theater-and-a-Half rating of 34.1 and index of audience figure of 34.7. The corresponding Martin-and-a-half rating for the clowns' Paramount film 'Dean Dean' (Jan 10-17 and audience index of 41.1.

CREDITS FOR 'TELEVISION PLAYHOUSE' ON NBC-TV

PROGRAM:	TELEVISION PLAYHOUSE
TIME:	Sundays, 9 p.m., EST
FORMAT:	Dramatic presentations based on original stories or adaptations of plays and novels.
STARS:	The cast changes weekly, with most of the performers being established actors in television, the stage or screen.
PRODUCER:	Fred Coe
ASSOCIATE PRODUCER:	Gordon Duff
ASSISTANT PRODUCER:	Bill Nichols
DIRECTORS:	Del Man, Vincent Donehue, Arthur Penn
CASTING DIRECTOR:	James Merrick
COSTUME DESIGNER:	Rose Bogdanoff
ORIGINATION:	New York
SPONSOR:	Sponsored on alternate weeks by Philco and Goodyear.
AGENCIES:	Young and Rubicam (Goodyear); Hutchins (Philco).

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NBC-New York, 10/7/53

NBC TRADE NEWS

October 8, 1953

FULL FACILITIES OF NBC TELEVISION AND RADIO NEWS STAFFS, WITH ASSISTS FROM AFFILIATES, PROVIDE KIDNAP 'EXCLUSIVE'

- - -

NBC Network Beats Opposition by 40 Minutes With Greenlease Story; Swift Coordination of Men and Equipment Helps Expert Coverage of Headline Crime

The full facilities of NBC's news and special events staff working in close coordination with station affiliates in Kansas City and St. Louis, were brought into play yesterday and today (Oct. 7 and 8), to give the people of the U.S.A. maximum coverage of the sensational Bobby Greenlease kidnaping and murder case.

The operation was an outstanding example of coverage of a major news story in depth by the NBC television and radio teams, working as single unit to provide viewers and listeners with an unprecedented journalistic exclusive on a major news story.

The network not only beat competitors by 40 minutes in the first flash news that the body of Bobby Greenlease had been found and identification established, but was far in the lead in its News Film presentation on the "Kate Smith Hour" at 3:00 p.m., Wednesday, on "Camel News Caravan" at 7:45 p.m., Wednesday, and on "Today," 7:00-9:00 a.m., Thursday.

(more)

TRADE NEWS

October 8, 1951

FULL FACILITIES OF NBC TELEVISION AND RADIO NEWS BUREAU,
WITH ASSISTS FROM AFFILIATES, PRODUCE DEEPER 'COVERAGE'

- - -

NBC Network Feats Dispatch by 90 Minutes With Crowning
Story, Swift Coordination of Men and Equipment
Helps Expert Coverage of Headline Crime

The full facilities of NBC's news and special events staff working in close coordination with station affiliates in Kansas City and St. Louis, were brought into play yesterday and today (Oct. 7 and 8), to give the people of the U.S.A. maximum coverage of the sensational Bobby Greenlease kidnaping and murder case.

The operation was an outstanding example of coverage of a major news story in depth by the NBC television and radio news, working as single unit to provide viewers and listeners with an unprecedented journalistic exclusive on a major news story.

The network not only beat competitors by 90 minutes in the first final news that the body of Bobby Greenlease had been found and identification established, but was far in the lead in the news flash presentation on the "Kate Smith Hour" at 3:00 p.m., Wednesday, Network "News Caravan" at 7:45 p.m., Wednesday, and on "Today," 7:00-9:00 a.m., Thursday.

(more)

Moreover, the coverage will continue until the murder suspect, a fugitive from justice and the object of a nationwide manhunt, is apprehended. Bill Birch and Bruce Powell of Chicago, are standing by with Bob Blair in St. Louis to cover any new developments.

Here is a recapitulation of the early bulletins on the kidnaping case as recorded in the NBC Newsroom daily log (all times EST):

10:52:30 a.m.	First interrupt bulletin on radio network, announcing that body of Bobby had been found.
10:53:30 a.m.	NBC-TV carries interrupt announcement.
11:11:40 a.m.	Second radio bulletin: FBI confirms report that parents have been notified. TV from Chicago.
11:28:00 a.m.	NBC-TV carries FBI announcement.
11:39:00 a.m.	Third radio bulletin. Wrap-up story on death of Bobby Greenlease, discovery of body, killers taken into custody.
1:30 p.m.	Pauline Frederick on radio, reports latest developments, with pick-up of Ray Scherer, NBC Washington newscaster at FBI headquarters; also of Bob Higby, WDAF, Kansas City; and Sterling Hawkins, KSD, St. Louis, with eyewitness reports.
3:00-3:15 p.m.	Kate Smith TV show devoted opening segment to Greenlease case, with live remote pick ups from FBI Building, Washington; Randall Jesse, WDAF-TV, Kansas City; and Frank Eschen, KSD-TV, St. Louis. This included live studio shots of police officials in the case.
6:45 p.m.	Esso TV show included the Greenlease home, police officials, FBI men, the kidnappers, and the house where Bobby's body had been found.

(more)

Moscow, two overseas will continue small ten market ex-
cept, a Tuesday free release and are dried of a economic weekend,
a questions). Bill Shrop and Anne Wendl of Chicago are wedding
up with Joe Sabin in N. Lucia to cover our new development.

Here is a recapitulation of the week's activities as the mis-
sions came as recorded in the NBC newsroom daily log (all times EST):

10:25 a.m.	Great Lakeshore building on radio relaxed, an- nounce that body is going has been found.
10:35 a.m.	NBC-TV begins interval announcement.
11:15 a.m.	Armed guard collision. Not conditions mean that parents have been evident. Jul Fred Chicago.
11:30 a.m.	NBC-TV begins pet announcement.
11:35 a.m.	Movie radio bulletin. Hospital story on death of Judge Cunningham, discovery of body, Indian cause into custody.
1:30 p.m.	Pulitzer Prize-winner on radio, recounts issues seven- quarts, with back-up of his memory, NBC story- lights revelation of Pet investigation: end of an hunger, NBC, Reuben Kelly, and Kosciusko Ma- thew, NBC, NY. Doris, wife assistance reporter.
3:00-3:15 p.m.	Nine Daily TV show devoted cooking segment in Cleveland area, with item covers pilot ups Item of Quilicino Washington Football Radio. NBC-TV, Lance Kirby and Frank Gordon, NBC-NY, Sta. KOMA. Guns involved live energy mode of public utili- ties in the area.
5:45 p.m.	Two TV show mentioned two newsmen have added officials, Phil Ray, in Minneapolis, and the Joane Moore Sabin's Moor left been found.

7:30 p.m. Early "News of the World" radio program included: a Kansas City police dispatcher with a "wanted" call by the FBI for Thomas J. Marsh, 37, suspected killer in the case; Frank Eschen from KSD, St. Louis; Lt. Shoulders and Patrolman Dolan, who made the Hall-Heady arrests, and St. Louis Post-Dispatch reporter Jim Kerns.

"Camel News Caravan," at 7:45 p.m., was devoted almost entirely to the Greenlease story. Cameras switched from John Cameron Swayze in New York to David Brinkley in Washington where the FBI communiques were read, announcing the dramatic arrests of Hall and Heady. Identification photograph of Thomas Marsh, suspected murderer of the boy, was then flashed on the screen together with a description and a plea for information that might lead to the arrest.

Bill Birch, NBC Chicago chief cameraman who had flown into Kansas City the day after the abduction, took viewers inside the French Institute of Notre Dame de Sion where Bobby's classmates, unaware of the tragic fate which had overtaken the boy, were reciting the Lord's Prayer and praying for Bobby's return.

Randall Jesse, at WDAF-TV, Kansas City, brought viewers shots of the kidnapers, close-ups of the Greenlease home, scenes at the grave in St. Joseph. NBC purchased film footage of Bobby's grave from an amateur who had photographed the tragic spot.

The cameras then switched to John Rotel in St. Louis where viewers watched the kidnapers being taken to the police station, saw the gun with three bullets missing as it was displayed by Lt. Shoulders, and witnessed a scene showing a reenactment of the payment of the ransom money.

(more)

The "Today" presentation on Oct. 8 brought in later developments including an explanation by the police officers on how the arrests had been made, a report by Jim Kerns of the Post-Dispatch, and an interview with Arthur Eisenhower by Bill Birch and Randall Jesse on the horror aspects of the crime.

The news film coverage was worked out by the NBC News and Special Events Department of which Bill McAndrew is manager, Joe Meyers, central news desk editor, and Chet Hagen, assistant.

Francis McCall is producer and Ralph Peterson director of "Camel News Caravan," with Reuven Frank, editor.

George Burbach is general manager of KSD-TV, St. Louis, Harold Grams and Frank Eschen the newscasters who covered from that city.

Gerald Green is managing editor of "Today."

W.W. Chaplin flew to Kansas City from New York and Jim Hurlbut from Chicago to work as commentators. Jack Angel, Bill Birch and Bruce Powell also were assigned to Kansas City from Chicago. Bob Kerr, a WDAF newsman, broke the original story on the discovery of the body.

Bruce Powell, cameraman stationed in Chicago, covered the St. Joseph segment, and Jerry Kleinman was especially assigned from KSD.

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NBC-New York, 10/8/53

The "Today" presentation on Oct. 1 brought to some television viewers including an information by the police officers in and the barrels had been made, a report on the death of the Post-Dispatch, and an interview with Arthur Lindbergh by Lisa Howard and Frances Dorr on the cancer aspects of the crime.

The same film sequence was screened not by Ann Pur Hunt and special events Department of Grace Hall Beginning to monitor, the Typers, consist does that action and Dave Hagen, anchorman.

Frances Hardin is producer and Hugh Downs anchor of Canal News Channel, with Bruce Crowell editor.

George Schmidt is general manager of KSD-TV. W. Lewis, Harold Grams and Fred Gaines are responsible and cameras film lab editor.

Gerald Grant is executive editor of "Today."

Mrs. Dorothy Dix is reading daily from Our Work and the Western Free Library to see is presentations. Also Judge, that Grant and Dave Powell also were interested to hear only from Pulaski, the Jerry, a BAR member, Bruce Hill detailed story on the discovery of the body.

Dave Powell, assistant prosecuting in Chicago, covering the Chicago Tribune, and Gerry Kirkham and reportedly arrived from Del.

Gerald Grant, Editor

NBC TRADE NEWS

October 8, 1953

NBC TRADE REVIEW

- - -

Summary of NBC-TV and Radio Activities Show Major Trade Strides in Sales and Program Activities

Announcement of the first buy into NBC radio's "The Three Plan" highlighted the week's trade activities at the National Broadcasting Company.

In other events of significance:

Two NBC officers were named to the Board of Directors.

The first major change since 1927 in NBC radio's "system cue" went into effect.

An NBC radio "listeners panel," which eventually will reach 1,000,000 radio-listening families, was launched.

First buyer into the recently announced "The Three Plan" of NBC radio is the Lewis-Howe Company, makers of Tums. Beginning Tuesday, Oct. 13, Tums will be advertised with one participation per week on each of the three Monday-Friday strip programs included in the plan.

(more)

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Participations are on Tuesday night's FIBBER MCGEE AND MOLLY program (10:00-10:15 p.m., EST), Wednesday morning's SECOND CHANCE show (11:45-12:00 noon EST), and Thursday afternoon's IT PAYS TO BE MARRIED program (5:45-6:00 p.m., EST).

"The Three Plan" is so-called because it is limited to three specific strip programs and the minimum purchase requirement for the advertiser is a total of three participations per week.

The new members of the NBC Board of Directors are Joseph V. Heffernan and Robert W. Sarnoff. Heffernan is NBC vice president for finance and services and Sarnoff is NBC vice president in charge of the Film Division.

NBC radio's new "system cue" gives the radio network identification separate from TV. Basic announcement, preceeding the NBC chimes, will be "This is the NBC Radio Network," with emphasis on the word "radio."

NBC radio's "listeners panel" calls for sending out 1,000,000 letters to create a closer relationship between audience and network. Each listener will be asked his reactions to NBC's 28 new radio shows. Idea was conceived by Ted Cott, operating vice president of the NBC Radio Network.

TRADE NOTES -- it was a healthy week for NBC-TV ratings. Milton Berle's opening BUICK-BERLE SHOW (Tuesday, Sept. 29) captured a 74.1 share of audience figure; Martin and Lewis were two-to-one over the closest competition in the opening COLGATE COMEDY HOUR (Sunday, Oct. 4) and Martha Raye brought the ALL STAR REVUE back with a bang (Saturday, Oct. 3) with a 53.7 share of audience figure ... There were

(more)

Institutions are on Tuesday (Sept.) Vivian Vance and Donald Pleasence (10:00-10:15 p.m., EST), Wednesday operator's service (Hugh Downs (11:45-12:00 noon EST), and Thursday attorneys at law 30 on Mandell Pearce (9:45-6:00 p.m., EST).

"The Bryan Film" is co-production because it is intended to stress specific story problems and the minimum economic requirements for the operation in a total of three participations per week.

The new members of the NBC board of directors are Joseph V. Cerradino and Donald H. Bennett. Retirement of NBC from production and marketing and Bennett in NBC the president in charge of the film division.

NBC radio's new "Spotlam one" gives the radio network identification separate from TV. Basic announcement, preceding the NBC chimes, will be "This is the NBC Radio Network," with emphasis on the word "radio."

NBC radio's "Listener-panel" calls for weekly net 1,000,000 listeners to create a closer relationship between audience and network. Each listener will be asked his reactions to NBC's 60 new radio shows. Idea was conceived by Ted Cott, operations vice president of the NBC Radio Network.

TRADE NOTES -- It was a meeting week for Ben-Hur Mutual. Milton Berle's morning DRIVE-BEHIND SHOW (Tuesday, Sept. 6) measures a 7.1 share of audience figure; Berle can look with two-to-one over the closest competition in the morning DRIVE-BEHIND SHOW (Monday, Oct. 4) and Martha Raye brought the NBC 10:30 (EST) back with a song (Saturday, Oct. 3) with a 51.7 share of audience figure -- Jack Benny

25,233,000 TV sets in the U.S. on Sept. 1, located in more than 55 per cent of all U.S. homes, according to an estimate by Hugh M. Beville Jr., NBC director of research and planning ... Messages promoting Fire Prevention Week are being heard on four NBC-TV network shows, 22 NBC radio programs and two WNBT programs in New York during the observance Oct. 4-10 ... Winner of the Direct Mail Advertising Association's "best of industry" award for direct mail campaigns is Mrs. Helen Murray Hall, advertising promotion manager for the NBC Western Network ... THE ARTHUR MURRAY DANCE PARTY comes to NBC-TV Monday, Oct. 19 (7:30-7:45 p.m., EST). Consolidated Royal Chemical Corp. is the sponsor for Liquinet and Krank Shave Kream. Agency is Dancer, Fitzgerald-Sample, Inc.

OTHER NEW BUSINESS -- Tetley Tea Co., Inc., 26 participations through Geyer Advertising, Inc., and Hathaway Manufacturing Co., 11 participations, through Fletcher D. Richards, Inc., on NBC-TV's TODAY.

Stewart Warner Corporation, 52-week sponsorship through MacFarland Aveyard Agency of ALEMITE NEWS WITH JOHN CAMERON SWAYZE on NBC radio. Stewart Warner will sponsor the 9:30-9:35 p.m., EST news period on Tuesdays, Thursdays and Fridays.

RENEWALS -- Philco Corporation and Goodyear Tire & Rubber Company as alternate-week sponsors of TELEVISION PLAYHOUSE (NBC-TV, Sundays, 9-10 p.m., EST).

Gillette Safety Razor Co, for CAVALCADE OF SPORTS (NBC-TV, Fridays, 10:00-10:45 p.m., EST).

Gulf Oil Corp., for THE LIFE OF RILEY (NBC-TV, Fridays, 8:30-9:00 p.m., EST).

Campbell Soup Company, for CAMPBELL TV SOUNDSTAGE (NBC-TV, Fridays, 9:30-10:00 p.m., EST).

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NBC-New York, 10/8/53

95,222,000 TV sets in the U.S. on 6902. I, student in some sense of the
and of all U.S. homes, according to an Nielsen by Hugh E. Evelyn
Jr., NBC director of research and planning ... Saturday-morning kids
Presentation Week are being heard on their NBC-TV network shows, 22 NBC
radio programs and two WNBC programs in New York during the commercial
hour. 8-10 ... winner of the Grand Art Advertising Association
"Best of Industry" award for direct mail campaign in Nov. Silver
Survey Hall, advertising promotion manager for the NBC owned stations
... THE ARTHUR MURRAY DANCE PARTY comes to NBC-TV Monday, Oct. 30
(7:30-7:45 p.m., CST). Consolidated Foods Corporation, 10 Sta
sponsor for Lipton and Fresh Green Beans. Agency is Ketchum,
MacLeod and Grove, Inc.

OTHER NEW BUSINESS -- Lesley Inc. Co., Inc., 26 Lexington Ave
through Geyer Advertising, Inc., and Gateway Manufacturing Co., 14
participations, through Fletcher D. Richards, Inc., on NBC-TV's Today.

Stewart Warner Corporation, 32-year automotive component
manufacturer and repair agency of ALBERTS MOTS from Chicago, WNBC
NBC radio. Stewart Warner will sponsor the 11:30-12:00 p.m. NBC news
period on Tuesdays, Thursdays and Fridays.

RENEWALS -- Philco Corporation and Goodyear Tire & Rubber
Company as alternate-week sponsors of DATELINE HYWOOD (Saturday,
Sundays, 9-10 p.m., EST).

Gillette Safety Razor Co. for OPERATION DE GAULLE (Saturday,
Tuesday, 10:00-10:45 p.m., EST).

Quaker Oats Co., for THE LIFE OF RILEY (NBC-TV, Tuesday,
8:30-9:00 p.m., EST).

Campbell Soup Company, for LAUGHOLA TV SCHOLARSHIP (NBC-TV,
Friday, 9:30-10:00 p.m., EST).

NBC TRADE NEWS

October 8, 1953

TOP-RATED SINGLE SHOW AS WELL AS MOST TOP-RATED SHOWS ARE ON NBC-TV, ACCORDING TO BOTH NIELSEN AND ARB

Slice it any way you want--Nielsen or ARB--and NBC-TV not only had the top-rated single show, but the most top-rated shows, in the September ratings.

Top-rated program? That would be NBC-TV's DRAGNET, notched in the No. 1 spot in both Nielsen rating for the first two weeks of September and in the ARB TV National ratings for the entire month.

Most top-rated programs? NBC-TV in a romp. In Nielsen, NBC-TV had 14 of the top 25 programs and 18 of the top 30. In ARB, NBC-TV had 15 of the top 25 shows listed in the survey.

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TOP-RATED SINGLE SHOW AS WELL AS MOST TOP-RATED SHOWS
ARE ON NBC-TV, ACCORDING TO NEW SIGNAL AND ARB

Since in any way you work--Nielsen or ARB--and NBC-TV not only had the top-rated single show, but the most top-rated shows, in this September ratings.

Top-rated programs. That could be NBC-TV's FRAN-NEL, notched in the 70. I spoke to your Nielsen ratings for the first two weeks of September and in the new TV National ratings for the entire month.

Most top-rated programs. NBC-TV is a winner. In Nielsen, NBC-TV was 11 of the top 20 programs and 16 of the top 30. In ARB, NBC-TV was 15 of the top 20 shows listed in the survey.

October 8, 1953

FRED ROBBINS TO EMCEE NEW 'BIG PREVIEW' SERIES

- - -

Guest Disc Jockeys Will Assist in Selection
Of Best New Releases of the Week

Disc jockey Fred Robbins will act as emcee on NBC radio's new two-hour program THE BIG PREVIEW, starting Saturday, Oct. 10 (11:00 a.m.-1:00 p.m., EST), instead of Art Ford as previously announced.

Robbins will preview new and forthcoming record releases during the program. He will be assisted by three guest disc jockeys from different parts of the country. They will discuss the records with him, via-two-way circuits, each selecting and rating his choices as the best new releases of the week.

Participating in the initial broadcast will be dee-jays Warren Vasen of Station WOC, Davenport, Iowa; Ron Lindamood, Station WSLS, Roanoke, Va., and Budd Heyde, Station KNBC, San Francisco.

"The Big Preview" will be produced and directed for NBC by Parker Gibbs.

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FWK

October 8, 1961

4HCD HOSTING TO PROVIDE NEW 'LIG PROVIDER' SERIES

- - -

Queer Disc Jockey Will Appear in Salute to of Best New Releases of the Week

This Jockey Fred Hoodine will get an emcee of WFO radio's new two-hour program THE LIG PROVIDER, starting Saturday, Oct. 10 (11:00 a.m.-1:00 p.m., EST), instead of Art Ford as previously announced.

Hoddine will overview new and forthcoming recorded releases during the program. He will be assisted by three queer disc jockeys from different parts of the country. They will discuss [illegible] with him, via two-way circuits, each selecting and rating his choices as the best new releases of the week.

Participating in the initial broadcast will be Joe-Jaye Warren Vaughn of Station WFO, Davenport, Iowa; Don Lindemann, station WMLK, Roanoke, Va., and Fred Hoyle, station KDKO, San Francisco.

"The Lig Provider" will be produced and directed for WFO by Jerome Glass.

SWK

THREE MORE SALES ANNOUNCED
FOR NBC-TV 'TODAY'

Three more sales on TODAY, early morning news and special events show, were announced today by NBC-TV.

Magic Chef Inc., manufacturer of gas ranges, has purchased 12 participations, beginning March 22, 1954, through Krupnick & Associates, St. Louis.

Brown and Haley Inc., candy manufacturers of Tacoma, Wash., have purchased three participations beginning Nov. 23.

Kiwi Shoe Polish Co., has purchased 16 segments, beginning Nov. 9, through N.W. Ayer & Son, Inc.

"Today," starring Dave Garroway, is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC-New York, 10/8/53

TWOS MORE SALES ANNOUNCED

FOR MRC-TV 'TODAY'

Three more sales on TODAY, early morning news and special events show, were announced today by MRC-TV.

Magic Chef Inc., manufacturer of gas ranges, has purchased 12 participations, beginning June 22, 1970, through Ketchum & Associates, St. Louis.

Simon Sez Bailey Inc., home manufacturers of Tredway Hall, has purchased three participations during beginning Nov. 22.

Also Moss Bolden Co., has purchased 12 participations, beginning Nov. 3, through Wm. Rose & Son, Inc.

"TODAY," starring Jack Paarkinson, is seen Monday through Friday from 7-9 a.m., on WRC-TV.

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CREDITS FOR 'COLGATE COMEDY HOUR'*ON NBC-TV

STARRING EDDIE CANTOR

PROGRAM:	COLGATE COMEDY HOUR
TIME:	Sunday, 8-9 p.m., EST
FORMAT:	Variety-comedy revue
STAR:	Eddie Cantor (Oct. 18 and other dates to be announced)
EXECUTIVE PRODUCER:	Sam Fuller
UNIT MANAGER:	Dick Welsch
PRODUCER-DIRECTOR:	Manning Ostroff
TV DIRECTOR:	Sid Smith
WRITERS:	Manning Ostroff, Johnny Rapp, Lester White
CHOREOGRAPHY:	Billy Daniel
MUSIC DIRECTOR:	Al Goodman
SCENIC DESIGNER:	Furth Ullman
COSTUMES:	Kate Drain Lawson
LIGHTING:	Al Scarlett
ORIGINATION:	Hollywood
SPONSOR:	Colgate-Palmolive-Peet Co.

* Credit sheets on other 'Colgate Comedy Hour' stars will follow.

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NBC-New York, 10/8/53 FWK

CHECKLIST FOR 'COLGATE COMEDY HOUR'-NBC-TV
INVITED GUEST LISTING

PROGRAM:	COLGATE COMEDY HOUR
TIME:	Sunday, 8-9 p.m., EST
FORMAT:	Variety-comedy revue
STAR:	Eddie Cantor (est. 18 yrs. owner wishes to be announced)
EXECUTIVE PRODUCER:	Ben Brilliant
UNIT MANAGER:	Mike Weisman
PRODUCER-DIRECTOR:	Dennis Detroit
TV DIRECTOR:	Sid Gorton
WRITERS:	Dennis Gravitt, Tommy Sapp, Lester Weiss
CHOREOGRAPHY:	Billy Lawrence
MUSIC DIRECTOR:	Al Goodman
COMIC DEVILMEN:	Bruce Gilmer
COSTUMES:	Rose Urbis Lawson
LIGHTING:	Al Wainfield
ORCHESTRATION:	Re-layered
SPONSOR:	Colgate-Palmolive-Peet Co.

* Credit shares on other 'Colgate Comedy Hour' shows will follow.

NBC-New York, 10/8/52 EWM

NBC TRADE NEWS

O.K.

October 9, 1953

NBC SYMPHONY SEASON WITH ARTURO TOSCANINI ON PODIUM
STARTS NOV. 8 UNDER SPONSORSHIP OF SOCONY-VACUUM

- - -

Maestro to Conduct Most of 22 Concerts; Guido Cantelli
Will Share Season; Many Special Features Planned

FOR RELEASE TO TUESDAY MORNING NEWSPAPERS, OCTOBER 13.

THE NBC SYMPHONY ORCHESTRA broadcasts conducted by Maestro Arturo Toscanini over the NBC radio network will be sponsored by the Socony-Vacuum Oil Company, Inc., during the full 1953-54 season of 22 concerts, it was announced today by William H. Fineshriber, Jr., vice president in charge of the NBC Radio Network.

The programs, each a full hour in length, will be heard Sundays, 6:30-7:30 p.m., EST, starting Nov. 8, with Maestro Arturo Toscanini on the podium for most of the concerts and with Guido Cantelli as guest conductor. As in the past, the concerts will be broadcast from Carnegie Hall in New York City.

Fineshriber said, "We welcome the sponsorship of the Socony-Vacuum Oil Company, Inc., one of America's industrial leaders, for the broadcasts of the NBC Symphony Orchestra under the direction of Maestro Arturo Toscanini, the world's first musician. The creation of the NBC Symphony Orchestra and the engagement of Maestro Toscanini as its head

(more)

16 years ago, have been widely acknowledged as another evidence of NBC' leadership in enriching and enlarging the cultural life of America. Since its establishment, the NBC Symphony Orchestra has had the enthusiastic appreciation of a large and loyal audience of millions of music lovers. It is the only full symphony orchestra created and supported by a broadcasting network in this country.

"Maestro Toscanini and the NBC Symphony Orchestra have presented over the years a memorable list of programs each one of which has been a major musical event. They have stirred the musical consciousness of the nation and have served to increase vastly the public' musical knowledge and interest. Through the magic of broadcasting, NBC has made it possible for countless millions of people, at home and abroad, to enjoy superb performances of the world's great symphonies and operas by a leader and an orchestra which have received acclaim throughout the world.

"The stirring performances of Maestro Toscanini and the NBC Symphony Orchestra, by radio and on RCA Victor records, are evidence to the world of NBC's devotion to the cultural and spiritual values of American civilization and to the best in programming. We are proud to join with a public-spirited company such as the Socony-Vacuum Oil Company, Inc., in bringing these great musical events during the season ahead, to an appreciative and nationwide audience."

The season will be a particularly outstanding one since Toscanini again will present a full-length opera in two parts, this time Verdi's "The Masked Ball." In addition, the renowned Maestro has programmed Brahms' "Requiem," Zoltan Kodaly's "Psalmus Hungaricus"

(more)

with chorus, as well as special all-Wagner, all-Mendelssohn and all-Sibelius programs. Cantelli's programs will include several new contemporary works as well as standard classics.

The NBC Symphony Orchestra starts its seventeenth consecutive season of broadcasts on Sunday, Nov. 8. It will mark the sixteenth full season for Toscanini who was on leave one year (1941). The orchestra was created by NBC at the request of Brigadier General Sarnoff, Chairman of the Board, who induced Maestro Toscanini to come out of his semi-retirement in Italy and again conduct for the American people. The broadcasts have been heard regularly not only in this country but by short wave all over the world.

With the opening of this 1953-54 season the programs will be broadcast on Sunday instead of Saturday as heretofore. Following is the list of dates for Toscanini and Cantelli:

Toscanini .....Nov. 8, 15, 22, 29, Dec. 6 and 13

Cantelli .....Dec. 20, 27, Jan. 3 and 10

Toscanini .....Jan. 17 and 24

Cantelli .....Jane. 31, Feb. 14 and 21

Toscanini .....Feb. 28, Mar. 7, 14, 21, 28 and Apr. 4

Socony-Vacuum was one of the pioneer sponsors of programs on NBC radio, the relationship dating back to Nov. 2, 1927, when the firm presented the noted singing team, Van and Schenk. Since then, an outstanding roster of programs of varied types has been brought to the public on NBC radio by Socony-Vacuum. Among these were "Soconyland Sketches," "The Mobiloil Orchestra," conducted by Nathaniel Shilkret, "Information Please," "The Rise Stevens Show," "The Benny Goodman Music Festival" and "The Victor Borge Show."

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NBC-New York, 10/9/53 FWK

ship summer, we will be special all-Hawaii, all-Hawaiian and all-
ginating programs. Danielle's announced this holiday-season new
contemporary music as well as traditional favorites.

The KDU Summer Programs starts the environmental-consciousness
season of reasonable on Monday, July 5. It will mark the nationwide
anniversary Independent who was on Iwo Jima one year (1945). The anniversary
was created by KDU at the request of Hollywood-General Barnett, Director
an-of the Peace, who proposed Hawaiian Tourists to move out of his
anti-civilization in Italy and Asian Counter-Jap the American people.
The celebrations have been taken seriously and will in this country but
y about made all over the world.

With the opening of this 1973-94 season the program will be
produced on Sunday based of Saturday on Rotation. Following is the
list of dates for Tuesday and Cuesday:

Tuesday .....Mon. 5, 12, 19, 26, Jan. 9 and 23
Cuesday .....Tue. 6, 13, 20, 27, Feb. 3 and 10
Tuesday .....Tue. 17 and 24
Cuesday .....Wed. 21, Feb. 14 and 21
Tuesday .....Thu. 22, Mar. 1, 14, 28
Cuesday .....Fri. 23, Mar. 2

Boogey-Hawaiian was one of the primary phenomena of programs on KDU
Radio. The celebrated Hawaiian Band on July 4, 1973, made the time
travelled the entire Hawaiian Islands, Oahu and Maui. Radio Tours is cur-
rently making series of programs of Hawaiian Island that have brought in the
ratio on KDU radio by Boogey-Hawaiian. Among those were "Boogey-Land
Hawaii," "The Hawaiian Hawaiian," conducted by Hawaiian Band Leader,
Alexander Kamaka, "The Blue Hawaiian Band," "The Jerry Hawaiian Band
Festival" and "The Water Hawaiian Band."

NBC TRADE NEWS

October 9, 1953

NEW COMEDY STORYLINE FORMAT FOR BOB HOPE
AS HE STARTS FOURTH SEASON ON NBC-TV

- - -

Premiere Telecast, From Ohio Sesquicentennial,
To Feature Gloria deHaven, Phil Harris

PREMIERE

Bob Hope will start his fourth season as one of television's top comedians when he returns to NBC-TV with a new comedy show and a star-studded guest roster Tuesday, Oct. 20 (8 p.m., EST).

The premiere program will feature actress-singer Gloria deHaven, NBC star Phil Harris, and others to be announced. It will originate in Cleveland and will center around the Ohio Sesquicentennial Anniversary celebration which will be climaxed by the Hope show.

During the new season Hope has announced that he will depart from the variety format he used previously in favor of a storyline routine. He will do a total of nine shows during the 1953-54 season, taking over the time vacated by the "Buick-Berle Show" once a month. In addition to the Oct. 20 date, the comedian will be presented on the following Tuesdays: Nov. 17, Dec. 15, Jan. 26, Feb. 16, March 16, April 13, May 11 and June 1.

(more)

Les Brown and his "Band of Renown" will be featured during the series, which will be produced by Jack Hope and directed by Jim Jordan, Jr. Scripts will be written by Fred Fox and Mort Lachman.

The "Bob Hope Television Show" will be sponsored by General Foods Corporation for Minute Rice, Jell-O and Jell-O puddings and pie fillings. The agency is Young and Rubicam, Inc. Hope will continue to be heard on NBC radio Mondays-through-Fridays (10:30 a.m., EST) for General Foods and on Friday nights (8:30 p.m., EST) under sponsorship of the American Dairy Association, Inc.

Hope's first TV show of the season will mark the finale of the Ohio Sesquicentennial and will follow a two-days' celebration with receptions for Ohio's many famous sons who have made their marks in many fields and who will visit their native state for the festive occasion. Hope is one of the returning "Favorite Sons," He lived most of his youth in the city of Cleveland, where he arrived with his parents and six brothers in 1907 from their native England. Hope has since become a naturalized American citizen.

Cleveland was the scene of the comedian's first break into showbusiness after working at a variety of jobs. He made his professional bow there as one-half of a male dance team in a Fatty Arbuckle stage show. Vaudeville, musical comedy road shows, Broadway hits and radio guest spots followed over the years before starring roles on NBC radio in 1938. The same year also marked the start of his film career, which, combined with radio and, more lately television, has made Hope one of the most popular of personalities here and abroad. He made his TV debut in a smashing 90-minute comedy revue on NBC-TV Easter Sunday, 1950, and has since starred on several series.

(more)

Jack Brown and his "Band of Harmony" will be featured weekly, the series, which will be produced by Jack Boyd and directed by Jim Gordon, Jr. Coralyn will be written by Ernie Lee and Jerry Lawrence.

The "Don Juan Privatization Club" will be sponsored by General Trade Corporation for Atlantic Ocean, Gulf-O and Will's Medicine Ball Utilities. The agency is Stone and Pickerson, Inc. Top-ball musicians to be heard on the show include Tomorrow-Tomorrow (10:30 p.m. Tues) the Several Looks and an Erotic Nights (8:30 p.m., EST) during commercial of the American Dairy Association, Inc.

Hope's first TV show of the season will mark the debut of an Ohio Congressional and will follow a Tuesday ceremonial where invitations for Ohio's newly chosen Miss Dairy Queen will be issued to the Florida and who will visit their native Ohio for the Thanksgiving celebration. Hope is one of the returning "Favorite Stars." He lives near Fort Worth in the city of Arlington where he devoted well his favorite sport rib barbecue in Tex's Tree Joint recently finished. Hope has time spent a substantial portion of his income.

Giovanna was the winner of the contestant's film, Oscar Zero Powerstars after working nights at a factory at Jobs. He made his appearance how stars as one-half of a male team team in a racing pre-Lucy show. Hungarville, musical comedy star Hungary, Tuesday Kate and Ric gave sports relaxed some our power before assuming role on the Ruth in 1930. The team also hosted the first film adaptation, combined with radio and over Lucky Lotteries; Lee was one of the most popular of personalities here and present. It was his debut in a musical Tomorrow comedy series on Bob-TV Bernard Hungary, 20, who has since retired to Jackson Ohio.

(more)

Miss deHaven, who has been featured recently on Hope's day-time radio series, has been appearing with him for the past month on the stage of the Palladium in London. She started her career as a vocalist with the old Bob Crosby and Jan Savitt orchestras and then made her mark in motion pictures.

Harris, who is starred with his wife Alice Faye on NBC radio (Fridays, 9 p.m., EST), made his TV debut on the Bob Hope-Bing Crosby telethon for the benefit of the U.S. Olympic team in June 1952. He started his professional career as a band leader, forming his first orchestra in 1932. He found quick popularity and in 1936 was signed by Jack Benny for his NBC radio show. Harris married Miss Faye in 1941 and the couple started their current "Alice Faye-Phil Harris Show" in 1946.

Origination points for the remainder of the "Bob Hope Television Show" productions will be announced later.

-----o-----

NBC-New York, 10/9/53 FWK

Miss Gabaren, who has been featured recently on Monty Hoppe's radio series, has been appearing night and her for past weeks at the Alpo of the Philippine in London. She received her training as a vocalist with the old Ben Greene and Don Tavill orchestras and then made her mark in motion pictures.

Hoppe, who is started with his nice Milk Show on ABC radio (Friday, 9 p.m., EST), made his TV debut on the Ken Murray revelry celebration for the benefit of the U.S. Olympic team in June 1951. In addition the performance marked a half dozen, Cornell Wilde's television on 1952. He "had quite popularity and in 1953 was signed by Jack Benny for his NBC radio show. Hoppe's movies have ran 1951 and the couple received their current "Alice Faye-Phil Harris show" in 1950.

Wednesday noon for the remainder of the "Don Does Television Show" productions will be announced later.

NBC-Tom Sims, 10/23/53

CREDITS FOR THE 'BOB HOPE TELEVISION SHOW' ON NBC-TV

PROGRAM:	BOB HOPE TELEVISION SHOW
TIME:	NBC-TV, Tuesdays; Oct. 20, Nov. 17, Dec. 15, Jan. 26, Feb. 16, March 16, April 13, May 11 and June 1 (8-9 p.m., EST).
FORMAT:	Comedy storyline.
STAR:	Bob Hope
CAST:	Guest stars: Gloria deHaven and Phil Harris featured on premiere program.
MUSIC DIRECTOR:	Les Brown with his "Band of Renown."
PRODUCER:	Jack Hope.
DIRECTOR:	Jim Jordan, Jr.
WRITERS:	Fred Fox and Mort Lachman
SPONSOR:	General Foods Corp. for Minute Rice, Jell-O and Jell-O puddings and pie fillings,
AGENCY:	Young and Rubicam, Inc.
ORIGINATION:	Various places with Cleveland, Ohio, for first show.

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NBC-New York, 10/9/53 FWK

[illegible]

[illegible] was the [illegible] satisfying [illegible] [illegible]

PRODUCER: [illegible] Production [illegible]

CAST: [illegible]

WORKS: [illegible]

STAR: [illegible]

DATE: [illegible]

MAIN DIRECTOR: [illegible]

PRODUCER: [illegible]

DIRECTOR: [illegible]

WRITER: [illegible]

LOCATION: [illegible]

AGENCY: [illegible]

ORIGINATION: [illegible]

[illegible]

NBC TRADE NEWS

pmr release

October 9, 1953

DR. LOUIS FINKELSTEIN, EMINENT THEOLOGIAN, CREDITS NBC PROGRAM 'ETERNAL LIGHT' FOR ITS AID IN CONVEYING 'RELIGIOUS IDEALS'

- - -

Brig. Gen. Sarnoff, on Broadcast Starting 10th Year of Series, Cites Radio Waves' 'Infinite Reason' in Reaching All Faiths

FOR RELEASE AFTER SUNDAY, OCT. 11, 12:30 P.M., EST

An eminent theologian today credited an NBC radio program, now starting its tenth year on the air, with giving millions of persons an understanding of "religious ideals generally, and of Judaism in particular" and proving it possible to utilize radio for "effective public education in some of the most subtle concepts revealed to man."

Dr. Louis Finkelstein, chancellor of the Jewish Theological Seminary of America, cited the "Eternal Light" program, produced weekly by the network in cooperation with the Seminary, at the close of the dramatic portion of today's broadcast (Sunday, Oct. 11, 12:30 p.m., EST). Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, spoke briefly in response to Dr. Finkelstein's tribute.

Dr. Finkelstein praised the NBC network for its "immense contribution to the realization of the ideal represented in the

(more)

"Eternal Light," and lauded General Sarnoff as "the person pre-eminent" among those responsible for the program. General Sarnoff, he said, brought to bear on the program a "spiritual statesmanship viewing the human scene, not simply from the point of view of immediate crises, but also from that of moral, spiritual and permanent values, which make life worth living."

Speaking in response, Gen. Sarnoff said, "The radio waves, which are a manifestation of an 'Infinite Reason,' do not recognize national origins or territorial boundaries. They do not discriminate against race, religion or creed. Freedom is their essence -- and they enter the homes of Protestants, Catholics and Jews alike."

The "Eternal Light" program is marking the start of its tenth year on the air with a revival of four of the most notable broadcasts in its history. The first, presented today (Oct. 11), was "The Song of Berditchev," by Morton Wishengrad.

Following are the complete texts of the remarks by Dr. Finkelstein and General Sarnoff:

DR. FINKELSTEIN:

In the perspective of 1953, it is difficult to recall the anxiety of the free world a decade ago. The outcome of the Second World War still hung in the balance. No one knew when victory would come to America and her allies, nor at what cost. Amidst the thunder of cannons, a few, having faith in the survival of civilization and freedom, found time and energy to ponder the long range problems of mankind. The National Broadcasting Company invited the Jewish Theological Seminary of America to undertake, through an appropriate committee, representing all segments of

(more)

American Judaism, the establishment of a weekly radio program, translating the principles and ideals of religion to the radio audiences of this country. For ten years now, the "Eternal Light" has given millions of people an understanding of religious ideals generally, and of Judaism in particular, proving it possible to utilize the remarkable scientific advancement, represented in radio, for effective public education in some of the most subtle concepts revealed to man. On this occasion, it is appropriate to express the thanks of the Seminary to the National Broadcasting Company for its immense contribution to the realization of the ideal represented in the "Eternal Light." Among those responsible for the "Eternal Light," the person pre-eminent is General David Sarnoff, who brought to bear on its program a spiritual statesmanship viewing the human scene, not simply from the point of view of immediate crises, but also from that of the moral, spiritual and permanent values, which make life worth living, We salute him, and the National Broadcasting Company, as our co-workers in this effort, and thank God that it has been given to them and us to serve Him and mankind, in the manner made possible by this program.

GENERAL SARNOFF:

Dr. Finkelstein:

On behalf of the National Broadcasting Company, I am pleased to express to you, and to your able staff at the Jewish Theological Seminary of America, our heartiest congratulations on this occasion, as "The Eternal Light" moves into its tenth year of spiritual enlightenment.

The fine character and high purpose for which this program was created, have been consistently maintained.

(more)

Over the past decade, "The Eternal Light" has become one of radio's outstanding programs, and the National Broadcasting Company is happy to be associated with the Seminary in this effort.

Your program has achieved distinction and public appreciation for its educational, as well as religious values. It is recognized for its basic precepts of extolling all who sanctify God's name and for emphasizing the dignity of the individual.

The radio waves, which are a manifestation of an "Infinite Reason," do not recognize national origins or territorial boundaries. They do not discriminate against race, religion or creed. Freedom is their essence - and they enter the homes of Protestants, Catholics and Jews alike.

"The Eternal Light," with its moral and ethical teachings, helps to bring people closer together and enables them better to understand the true meaning of the "Brotherhood of man under the Fatherhood of God."

-----o-----

NBC-New York, 10/9/53

October 9, 1953

'KNOW YOUR NBC'S,' NEW NETWORK QUIZ BASED ON PROGRAMS AND STARS, OFFERS CASH PRIZES FOR KNOWLEDGE OF SHOWS

A comedy quiz program featuring personalities from NBC's roster of stars in a lively audience-participation quiz format is KNOW YOUR NBC's on the radio network Saturdays, (8:30 to 9:00 p.m., EST). Starting date was Oct. 10.

By means of tape recording, it brings together on each program outstanding bits from performers and shows of all types, from Bob Hope to "The Voice of Firestone" and the World Series to "Dragnet."

The questions of "Know Your NBC's" are based on brief, provocative excerpts from the current week's NBC broadcasts. It runs something like this:

A contestant, or pair of contestants, are interviewed in a light vein, then a recorded highlight from a NBC program of that week is played. The contestant or team, is asked three questions based on what they have heard, receiving cash prizes of $5 for the first correct answer, $10 for the second and $25 for the third.

(more)

'NEW YORK MEETS,' NBC NETWORK JUDY EASSE ON PROGRAMS,
AND STARS, OFFERS CAND PRIZES FOR MONTLEYS OF SONGS

A comedy quiz program featuring personalities from Hollywood's
movies of stars in a lively science-participation quiz contest is
NEW YORK MEETS on the radio network Wednesday, (8:30) to (9) p.m.,
EST), beginning date was Oct. 10.

By means of tape processing, it brings together in one
program outstanding acts from performers and shows of all types, from
Bob Hope to "The Voice of Firestone" and the Metro Meets to "Bonanza."

The questions of "New York Meets" are based on lively,
provocative excerpts from the current world's best sketches. It uses
something like this:

A professor, as part of entertainment, was interviewed in a
night club, then a recorded excerpt from a bad program of that sort
is played. The contestant or team, is asked three questions based on
what they have heard, receiving been points or if too the listen correct
answer, (10 for the second and 20) for the third.

There is a jackpot question paying off with a $300 Lucien Piccard watch, for all the contestants. This one is based on a short excerpt with a "mystery voice" and it is necessary to guess from what NBC program the excerpt was taken. The voice does not necessarily belong to any performer regularly identified with a certain show but may be that of a guest performer that week. This star appears and is interviewed at the end of each broadcast.

The number of contestants to be heard on each broadcast is determined by the length of time each question consumes.

Jerry Bowne directs the program which is produced by Masterson, Reddy and Nelson Inc. with John Nelson as emcee.

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NBC-New York, 10/9/53 FWK

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lacers water, for all the contestants. This one is based on a short
excerpt with a "mystery voice" and it is necessary to guess from what
ic program the excerpt was taken. The voice does not necessarily
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ulterson, Hedly and Nelson Inc. with John Nelson as emcee.

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NBC-New York, 10/9/52 BWK

CREDITS FOR 'KNOW YOUR NBC'S' ON NBC RADIO

PROGRAM:	KNOW YOUR NBC'S
TIME:	Saturdays, 8:30 to 9:00 p.m., EST
FORMAT:	Studio audience-participation quiz with jackpot, all based on NBC programs.
DESCRIPTION:	Contestants attempt to identify the tape-recorded highlights from NBC programs of that current week. The jackpot "mystery voice" will be that of a star who will be present but out of sight in the studio during the broadcast.
PRODUCERS:	Masterson, Reddy and Nelson, Inc.
DIRECTOR:	Jerry Bowne
EMCEE:	John Nelson
SERIES BEGAN:	Oct. 10, 1953

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NBC-New York, 10/9/53 FWK

[redacted]

Changed for 'When Your Doctor Is Your Judge'

PROGRAM:	Mass Pub Radio
TIME:	Saturday, 8:30 to 9:00 p.m., EST
FORMAT:	Series: discussion-for/against with audience response, all based on 'If' situation.
DESCRIPTION:	Dramatizations intended to illustrate the dilemmas involved in difficult cases and responses of their families. The program "Medical Ethics" will be first of a three-part series which do not pretend to delight in the medium, but are to delight in the medium. Serious, but reasonable.
PRODUCERS:	Ambrosino, Weisl and Associates, Inc.
DIRECTOR:	Harry Crane
CAST:	John Bolton
AIRED BEGAN:	Sat. Jan. 1, 1983

Rockefeller Center, New York, NY

NBC TRADE NEWS

October 12, 1953

'ROBERT MONTGOMERY PRESENTS' EXHIBIT, PREPARED BY NBC PRESS, PROVES BIG ATTENTION-GETTER AT LEADING DEPARTMENT STORES

Top-ranking department stores around the country are focusing local interest on NBC-TV's ROBERT MONTGOMERY PRESENTS program by displaying a special traveling exhibit publicizing the show.

The exhibit, prepared by the NBC Press Department exploitation section, includes mounted photo blow-ups which depict the step-by-step process of putting a typical "Robert Montgomery Presents" show together, model stage sets, working scripts, a dramatic film clip from a recent production, and credit cards mentioning the program's sponsors (American Tobacco Company for Lucky Strikes and S.C. Johnson & Son for its wax products).

Two identical exhibits are touring the nation. Some of the locations where the exhibits already have been displayed are the Higbee Company, Cleveland; Rich's, Atlanta; Strawbridge & Clothier, Philadelphia; Joseph Horne Company, Pittsburgh; B. Forman Company, Rochester, N.Y.; Milwaukee Boston Store, Milwaukee, and the Union Bank, Erie, Pa.

(more)

2 - 'Robert Montgomery Presents'

Extensive newspaper publicity has accompanied the exhibit's appearances. Many schools have sent students to the exhibit for its educational value. In addition, NBC-TV affiliates are tying in with on-the-air mention and other promotional activity.

"Robert Montgomery Presents" is seen on NBC-TV each Monday at 9:30 p.m., EST.

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NBC-New York, 10/12/53

October 12, 1953

FORMER PRESIDENT HOOVER, IN TALK ON 'EXCURSION,' TO TELL OF AMERICAN YOUTH'S CULTURAL AND POLITICAL HERITAGE

FOR RELEASE WEDNESDAY, OCT. 14

Former President Herbert C. Hoover will speak on the processes of this country's government and on the cultural and political heritage to which its young people are heir, in a 12-minute address on EXCURSION, the Ford Foundation TV-Radio Workshop's NBC television series for young people, Sunday, Oct. 18 (3:30-4 p.m., EST).

Mr. Hoover is one of the two living former Presidents who have been invited to appear on "Excursion." Former President Harry S. Truman appeared on the program Sept. 20.

The second of a series of three dramatizations from Esther Forbes' novel, "Johnny Tremain," a pre-Revolutionary story, also will be presented Oct. 18. In this episode young Johnny does intelligence work for the Revolutionary cause.

Joey Walsh will portray Johnny, and Richard Kiley will play Paul Revere. Others in the cast will be Richard Hilton, Cameron Prud'-homme, Joseph Anthony, Mercer McLoud, and Susan Strassberg.

Burgess Meredith serves as guide on the weekly excursions-by-TV. Pete Barnum is producer of the series, Dan Petrie the director.

The entire telecast will originate in New York.

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FORMER PRESIDENT HOOVER, IN VIEW OF 'SOUNDNESS,'
TO VOTE ON AMERICAN YOUTH'S CURRENT
AND POLITICAL FUTURE

FOR IMMEDIATE RELEASE, OCT. 16

Former President Herbert C. Hoover will cast an eye on the future of this country's government and on the political and political prospects to which its young people are heir, in a 30-minute address on television, the word foundation 'W-Wabc' announced in his television address for young people, Sunday, Oct. 18 (10:30-11 p.m., EST).

Mr. Hoover is one of the two living former Presidents who have been invited to appear on "Discussion." Former President Harry S. Truman appeared on the program Sept. 20.

The second of a series of three discussions from Herbert Hoover's novel, "Young America," a pre-Revolutionary story, has been prepared for, 16. In this episode young James Madison goes through for his Revolutionary cause.

Dog Walsh will portray Johnny, and Richard Gray will play Paul Revere. Guests in the cast will be Richard Hylton, Commodore Perry, Tonya Ann-Amy, Harvey Toland, and Brian Schlaeffer.

Eugene Paredith serves as host on the weekly discussion-by-TV. Info Barnes is producer of the series, Dan Levin, the director.

The entire telecast will originate in New York.

'WANDA LANDOWSKA AT HOME,' FILMED INTERVIEW WITH NOTED HARPSICHORDIST, ON NBC-TV

- - -

Latest in Series of Visits With Eminent Persons

Mme. Wanda Landowska, the eminent harpshichordist, will appear in a program filmed expressly for NBC television, Sunday, Oct. 25 (4:00-4:30 p.m., EST).

The program, titled "Wanda Landowska at Home," is one of a continuing series of visits with distinguished figures of our times. The philosopher Bertrand Russell, the poets Robert Frost and Carl Sandburg, the architect Frank Lloyd Wright, the theologian Dr. Louis Finkelstein have appeared earlier in this series.

Caroline Burke produced the film, which was under the supervision of Davidson Taylor. It was made at Mme. Landowska's home in Lakeville, Conn. In it, she speaks of her life, her career, her philosophy. She plays, too, several selections including the third movement from Bach's concerto in D major; a 17th-century dance, and the second movement of the Vivaldi concerto, transcribed by Bach for harpsichord.

The telecast will mark the 30th anniversary of Mme. Landowska's first recording session for RCA Victor, at Camden, N.J., during her first visit to this country. Jack Pfeiffer, musical director of RCA Victor's Red Seal recordings, is Mme. Landowska's guest in the film.

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NBC-New York, 10/12/53

'WORK LANDOWSKA AT HOME,' FILMED INTERVIEW SAYS MRS. BRIDGEMAN, ON WOR-TV

- - -

Lecture on Service of Wants Also Delayed Series

Mme. Wanda Landowska, the eminent harpsichordist, will appear in a program filmed expressly for WOR Television, Sunday, July 26 (8:30 p.m., EDT).

The program, titled "Wanda Landowska At Home," is one of a television series of artists with distinguished figures of the theater, philanthropy, service personnel, the post Tonsil group and last Sunday, the artistic Frank Lloyd Wright, who therefore the Landowska film appeared earlier in the series.

Curtailing their appearance the film, which was under the supervision of Cynthia Drexel, is the work of Mme. Landowska's home in Hyattsville, Md. In it, she speaks of her life, her music, her ability. Incidents, too, musical selections including the Bach Wohltemperierte Klavier series in C major, a Tchaikovsky Adagio, and the musical accompanying of the Gypsy Dance, accompanied by Jean Cocteau's Pelleas.

The film will mark the final appearance of Mme. Landowska's film recording series for NCA Tudor, in Camden, N.J., after her first visit to this country. Jane Cronkhite, director of NCA Tudor's Mr. Jack Wrightson, in Mme. Landowska's set in the film.

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CREDITS FOR 'CAMPBELL TV SOUNDSTAGE' ON NBC-TV

TITLE:	THE CAMPBELL TV SOUNDSTAGE
TIME:	NBC-TV Fridays, 9:30 p.m., EST
STARTING DATE:	July 10, 1953
STAR AND CAST:	Different each week.
FORMAT:	A half-hour drama featuring players with Broadway experience, each play complete in itself.
ORIGINATION:	Live, from New York.
PRODUCER:	Martin Horrell
DIRECTORS:	Garry Simpson and Don Appell alternate
WRITERS:	Free-lance
SPONSOR:	Campbell Soup Co.
AGENCY:	Ward-Wheelock Co.

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NBC-New York, 10/12/53 FWK

NBC TRADE NEWS

October 13, 1953

SMALLEST TV CAMERA TUBE, WEIGHING ONLY TWO OUNCES, PUT INTO USE FOR FILMED PROGRAMS BY NBC

- - -

Despite Size, Tube Has 3 Times Sensitivity of Type Normally Used; Many Technical Advantages Listed

The smallest TV film camera tube ever developed for broadcast use was introduced on two filmed programs seen on NBC-TV Monday night, Oct. 12.

This Vidicon tube, weighing only two ounces yet possessing three times the sensitivity of the iconoscope tube normally used for film pickup, was used in the transmission of "Superman," seen on WNBT in New York Mondays at 6 p.m., EST, and "The RCA Victor Show Starring Dennis Day" over the full NBC-TV network Mondays at 9 p.m., EST, according to O.B. Hanson, NBC vice president and chief engineer.

Developed by the RCA Victor Division, Radio Corporation of America, this new electronic "seeing eye" for TV film cameras measures only one inch in diameter and six and one-quarter inches in length.

Among the most significant features of the film-pickup Vidicon tube, according to RCA, are:

It produces a film-pickup picture equal or superior in quality to that produced by the iconoscope tube.

(more)

2 - Vidicon tube

Because of its small size and simplicity, it makes possible more compact, lower-cost TV film cameras and associated equipment for broadcast film-pickup.

With a spectral response characteristic approaching that of the human eye, it produces a picture with vastly improved gray scale.

It contributes no appreciable noise to the video signal.

It shows no grain structure and provides a precise picture reproduction which is unaffected by electron distribution, edging effects or flare.

It needs only one-third the light requirements of an iconoscope for televising motion picture films.

It also is highly suitable for the reproduction of color films on a monochrome system.

The new camera tube is an outgrowth of the original Vidicon tube for industrial, closed-circuit TV systems, announced last year by RCA.

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NBC-New York, 10/13/53

7 - Film Gate

Because of the small area and simplicity, it seems possible that company, interested in film cameras and associated equipment for amateurs film-making.

With a special negative characteristic approaching that of the human eye, it produces a picture with vastly improved [illegible]

It maintains no appreciable value to the motion picture.

It allows no gross aberration and provides a precise [illegible] introduction which is unaffected by absorption phenomena, using artificial [illegible] or fibers.

It needs only one-third the [illegible] requirements of an [illegible] for television motion picture film.

It also is highly suitable for the reproduction of [illegible] film on a monochrome system.

The new display tube is an [illegible] of the [illegible] viewing tube for industrial, [illegible] systems, [illegible] NDA.

STUDENT JOURNALISTS GET CHANCE FOR NEWSWEEK MAGAZINE SUMMER JOBS

IN PLAN ANNOUNCED ON NBC-TV'S 'KATE SMITH HOUR'

- - -

Ted Collins Named Chairman of Awards Committee by Malcolm Muir, Newsweek President and Board Head, Who Praises His Forum

College students working on school newspapers as editors or reporters are being offered an outstanding opportunity to gain practical experience and knowledge working for Newsweek magazine next Summer. The establishment of "Newsweek Scholarships" for three college editors, to be chosen by an awards committee, was announced on NBC-TV's KATE SMITH HOUR last Friday (Oct. 9) by Malcolm Muir, president and chairman of the editorial board of Newsweek.

In his address to Miss Smith's nationwide audience, Muir lauded producer Ted Collins for his International Forum. He cited the great public service Collins was performing in "setting aside a half-hour of your program every week to give the young people of America an opportunity to express their views on what is going on at home and abroad."

Muir said, "I like to think that what he (Collins) is doing is giving America a preview of the type of thinking that will take over the future -- to get an idea of how they will meet tomorrow's problems by the way they meet today's."

(more)

"We of Newsweek want to help to carry on this important work by providing three scholarships, which spelled out, means that three students will work on Newsweek Magazine for the entire Summer on salary," Muir stated, adding that the magazine also will pay transportation expenses to and from New York.

The magazine official announced that Ted Collins will be chairman of the awards committee, which will be composed of leading citizens.

The rules of the competition for the Newsweek scholarships, as well as the names of the awards committee, will be announced shortly.

The "Kate Smith Hour" is seen over NBC-TV Mondays through Fridays from 3 to 4 p.m., EST.

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NBC-New York, 10/13/53

"We of Benrus were so long in delay on this Innovent work for practical three embodiments, we've decided out, some that these students will work on Benrusek engineers for the engine design on Saturday," Mr. Kaufman, Adding that the engineering firm will pay transportation expenses to and from New York.

The marketing officials announced also the Christmas gift to be featured of the Angelus Chronometer which will be undergoes or Jewelers displayed.

The price of the Chronometer for the Innovent chronometer, as well as the issues of the Angelus chronometer, will be announced shortly.

The "Kate Smith Hour" is seen over NBC-TV Networks through Wednesday from 8 to 9 p.m., E.S.T.

Rockefeller Center, New York, 10019/23

CREDITS FOR 'VOICE OF FIRESTONE' ON NBC RADIO AND TV

PROGRAM:	VOICE OF FIRESTONE
TIME:	Mondays, 8:30 p.m., EST, simulcast over NBC radio and TV
DESCRIPTION:	An all-musical program with symphony orchestra and guest singers from opera and concert fields.
FORMAT:	Usually seven numbers, most of them vocal, with one, sometimes two, guest artists; a regular choral group of men and women, and a 48-piece symphony orchestra conducted by Howard Barlow.
RADIO PRODUCER-DIRECTOR:	Edwin Dunham
TV PRODUCER-DIRECTOR:	Charles Polacheck
MUSIC DIRECTOR:	Howard Barlow
SCRIPTWRITER:	A.J. McGinness
SERIES BEGAN:	Radio -- Dec. 3, 1928; Television -- Sept. 5, 1949
SPONSOR:	The Firestone Tire and Rubber Co.
AGENCY:	Sweeney and James Co., Cleveland
ORIGINATION:	New York.

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NBC-New York, 10/13/53

'DRAGNET' REACHES 'TOP SEVEN' ON 'YOUR HIT PARADE'

"Dragnet," based on the theme played on the NBC radio and television show of the same name, was one of the top seven survey songs of the week and was accordingly heard on YOUR HIT PARADE Saturday, Oct. 10 (NBC-TV, 10:30 p.m., EST).

As the song's popularity mounted steadily during the past few weeks, columnists and Tin Pan Alley wags conjectured whether "Dragnet," heard on a show sponsored by a rival cigarette company, would ever find its way on "Your Hit Parade," alternately sponsored by Lucky Strike Cigarettes.

The answer lies in the fact that "Dragnet" turned up as No. 7 on the Survey List, and was accordingly performed as such, in a production number that featured Bob Herget and the Hit Parade Dancers.

The weekly survey determines the top seven tunes of the week by checking the best sellers in sheet music and phonograph records, the songs most heard on the air and the songs most played on the automatic coin machines. The results are an accurate and authentic tabulation, reflecting the public's taste in popular music.

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OK

WILLIAM MacGRUDER WALKER JOINS NBC RADIO SALES STAFF

William MacGruder Walker, former media buyer for Procter and Gamble Company, has joined the NBC radio network sales staff as account executive, Fred Horton, director of sales for the NBC radio network, announced today.

Walker, who was with Procter and Gamble for more than two and a half years, also has been affiliated with the Borden Company, General Foods, General Electric and CBS. He is a graduate of Yale University. He resides in Upper Montclair, N.J.

During World War II Walker served in the Air Transport Command of the United States Army Air Corps.

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NBC-New York, 10/13/53

Chemistry Students 'Not Going' on 'Down Six Months'

"Dynamic," issued on the Queen Mary's on the 2nd Radio and Electricity Club of the Queen Mary, the one of the two the Queen Mary's Radio of the Year and not accordingly heard on your all Radio Listening Ser- ve (BBC-TV, Radio 1-and, BBC).

At the Club's regularly monthly activity during the past year works, colleagues and the Kim Allen, was conducted "Dynamic," based on a show "Dynamics in a field electric company, field ave- Find the way in "Know the Phone," attractively broadcast by Radio Series Clubs.

The answer lies in the fact that "Dynamic" runs on at 90.7 in the Series Lab, and was successfully produced in which, in a pro- ction member that Radio of Dorset the the Queen Dynamic.

The society among activities the the Queen Club of the week by producing the best artist in stage and microphone in- ness, the songs good based on the air and the songs more played on the studio only radio. The results are so popular and interest relation, facilitating the popular issue in public media.

Citizen Radio Station Aims and Radio Sales Stars

Making Hamilton's Radio, Citizen media power for Lorenzo and Hamilt Company, has joined the BBC media network which start as so- ons activities from Hamilton, director of Radio for the BBC media activity, announced today.

Editor, the one with Prudent and Sales for more than the Sal Radio, also has some affiliation with the Hamilton Company, Hamilt Radio, General Electric and the. He is a member of the Hamilton. He resides in Upper Montclair, N.J.

Radio Hamilt has 10 radio stations in the All Transport Radio of the United States and Canada.

Herald-Sun, 11/1/55

NBC TRADE NEWS

October 14, 1953

NBC RADIO NETWORK USES CLOSED CIRCUIT TO ENROLL AID OF AFFILIATES IN 'CASH REGISTER CAMPAIGN' OF ADVERTISING FEDERATION OF AMERICA

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Network's W.H. Fineshriber and Esso's Robert Grey Discuss Plan

The NBC radio network joined the Advertising Federation of America's "better understanding of advertising" campaign yesterday (Oct. 13) with a special "closed circuit" talk to the network's affiliated stations by William H. Fineshriber Jr., vice president in charge of radio for NBC, and Robert Grey, manager of advertising and sales promotion for Esso Standard Oil Company.

Using the network line during a "no-program-service period," Fineshriber and Grey urged all the affiliates to cooperate in the "Cash Register Campaign" of the AFA, with special announcements and other promotional material designed to acquaint the consumer with the value of advertising from the consumer's own point of view. The copy, Grey said, should "explain to consumers that every time they hear a cash register ring, they should remember that they get more for their money in terms of better living -- because of advertising."

The AFA campaign will feature announcements prepared locally by NBC affiliates, and in addition will feature written and recorded material supplied to the stations by the AFA.

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Fineshriber, speaking for the NBC radio network, said: "I am very happy to join Bob Grey of the Advertising Federation of America, and of Esso, on today's closed circuit. You and we refer to ourselves as being in broadcasting. It would be more accurate for us to say that we are in the advertising business. For it is advertising which pays for everything we broadcast today, whether it is Bob Hope, Dragnet, Life Can Be Beautiful, or the sustained religious programs. Those of us in the business know that the advertisers' dollars make free entertainment available day and night.

"We can be proud of our part in providing pleasures and enlightenment on a just-turn-the-dial basis. But advertisers themselves make other contributions that help the public where assistance is always welcome -- in the pocketbook. Not too many people realize this. That's why the AFA has started its simple and dramatic explanatory campaign to show how advertising brings down the cost of necessities like bread and milk, and of pleasures like cigarettes. We should be a part of the AFA in this venture so vital to us as advertising men.

"The NBC radio network will carry its full share of the AFA's educational spots. I ask you to do the same. When the public fully understands that advertising brings them better goods, more swiftly, at lower costs, your advertising business will be better.

"The Advertising Federation of America has sent you a kit of materials ... everything you could possibly use. Thank you for being advertising's voice in your area."

Grey, speaking for the AFA, said: "On behalf of the Advertising Federation of America, I want to thank NBC for this

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Timesbidder, speaking for the NBC news network, said: "I am very happy to join the ranks of the advertising fraternity of America, and at ease, on today's closed circuit. We are at peace ourselves as living in crackerbarrelling. It would be more accurate for us to say that we are in the advertising business. How it is government which pays for everything we broadcast today whether it is Jan Sage, Congress, Life Can Be Beautiful, or the evening religious programs. Some of us in the business know that the government's failure makes entertainment available day and night.

"We can be proud of our part in providing diversion and enlightenment on a just-born-the-ones basis. Our advertisers frequently make other contributions that help the public where commercials are always welcome -- in the pocketbook. Not too many people realize this. That's why the AFA has started its simple and dramatic educational campaign to show how advertising brings down the cost of necessities like bread and milk, and of pleasures like cigarettes. We should be a part of the AFA in this campaign to what to do as advertising men.

"The NBC public network will carry the full image of the AFA's educational spots. I ask you to do the same. When the public truly understands that advertising brings them better goods, more and by, at lower costs, your advertising business will be better.

"The advertising representation of America has made you a kit of materials ... everything you could possibly need. Thank you for helping Christmas's voice in your area."

Dorg, speaking for the AFA, said: "On behalf of the Advertising Federation of America, I want to thank NBC for this

opportunity -- our opportunity to tell you about the announcements and recordings we are going to send each station free -- as a service to you and to advertising.

"It's just this simple. You recognize the need -- with all the advertising your stations carry -- to do something to tell your listeners about the value of advertising in their lives. I know that you recognize this -- for last year over 900 stations sent to AFA for a similar recording.

"Now, you -- with your writing staffs -- could certainly prepare suitable announcements for this purpose. Many of you do. But the important thing is -- the job is already done -- and well done.

"This year's campaign is called the 'Cash Register Campaign.' The cash register is used as a recurring sound effect. And the copy gets right down to cases -- explaining to consumers that every time they heard a cash register ring, they should remember that they get more for their money in terms of better living -- because of advertising."

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NBC-New York, 10/14/53

opportunity -- our opportunity to tell you about the announcements and recordings we are going to send each station free -- as a service to you and to advertising.

"It's just this simple. You recognize the need -- with all the advertising your stations carry -- to do something to tell your listeners about the value of advertising in their lives. I know that you recognize this -- for last year over 500 stations sent us AFA for similar recording.

"Now, you -- with your writing staff -- could constantly prepare suitable announcements for this purpose. Many of you do. But the important thing is -- the job is already done -- and well done.

"This year's campaign is calling the 'Cash Register Campaign.' The cash register is used as a recurring sound effect. And the copy gets right down to cases -- explaining to consumers that every time they hear a cash register ring, they should remember that they get more for their money in terms of better living -- because of advertising."

MO-New York, 10/4/52

NBC TRADE NEWS

October 14, 1953

FEDDERS-QUIGAN CORP. BUYS 110 'TODAY' SEGMENTS; BELIEVED FIRST MAJOR USE OF TV BY AN AIR-CONDITIONER MAKER

Fedders-Quigan Corporation, manufacturer of air-conditioning equipment, has purchased 110 segments on NBC-TV's TODAY in one of the largest and most unusual deals in the history of the highly successful early morning news and special events program.

Under the contract, which was placed through Batten, Barton, Durstine & Osborn, Inc., Fedders-Quigan will begin advertising its products on "Today" on Dec. 1 and continue through August, 1954.

It is believed that Fedders-Quigan is the first air-conditioning firm to buy major network time in TV, and also the first in its field to conduct a large-scale out-of-season advertising campaign, as it will be doing on "Today" during the Winter months.

"Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC-TV'S 'DING DONG SCHOOL' AND 'ASSIGNMENT TOMORROW' ARE CITED FOR CHRISTOPHER AWARDS

The Christopher Awards for the third quarter of 1953 in the field of television honor leading representatives of two NBC-TV programs, DING DONG SCHOOL and ASSIGNMENT TOMORROW, ~~according to an announcement made today (Oct. 14) by the Christophers.~~

Dr. Frances Horwich, who conducts "Ding Dong School," the Monday-through-Friday nursery school program; Judith Waller, director of public affairs and education, NBC Central Division; and Reinald Werrenrath, Jr., the program's producer-director, were all cited for their "outstanding contribution in the field of the creative ends of literature and entertainment."

For their work with "Assignment Tomorrow," a panorama of top news events recorded on TV newsfilm during the past eight years, William McAndrew, manager of news and special events, and James Fleming were cited as its producers, and Arthur Holch and Charles Christensen as its writer and director, respectively. The full-hour program, which was presented on Sunday, Aug. 23, marked NBC's eighth year of independent TV news-on-film productions. "Assignment Tomorrow also is being shown by schools and civic organizations as a public service feature.

The Christopher movement was founded in 1945 by the Rev. James Keller. The Christopher Awards are given for accomplishment that "reflects God-given talent that can be exerted for good by one individual in the communication fields."

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NBC-New York, 10/14/53

MGM-TV'S 'DAD CAN COOKS' AND 'ADVERTISEMENT TELEVISION' ARE CITED FOR DISTINGUISHED AWARDS

The Christopher Awards for the finest quality of life in the field of television honor leading representatives of two MGM-TV programs, DAD CAN COOKS and ADVERTISEMENT TELEVISION, according to an announcement from Cecil Tobey (Dev. 4F) to the Tuesday.

Jim, Thomas Hamilton, who conceived the long-running, "Dad can cooks," the coast-to-coast cooking memory school program, Cecil Valley, director of public affairs and education, and Thomas Hamilton and Marvin Hamilton, Jr., the producer-director, made all cities and more "outstanding contributions in the field of the arts and to interfaith and understanding."

Non their work with "Advertisement Television," a montage of top news events recorded on TV newsfilm across the past eight years, William McAntrew, manager of news and special events, and James Hamming were cited as its producers, and Arthur Gold and Charles Chesman as its writer and director, respectively. The full-hour program, which was presented on Sunday, Aug. 23, marked MGM's debut of limited-time TV movies-on-film productions. "Advertisement Television" is being shown by schools and civic organizations as a public service feature.

The Christopher awards were founded in 1945 by the Rev. Terry Keller. The Christopher Awards are given for accomplishment that "affords the viewer values that can be assessed for good or ill individuals in the communication field."

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CREDITS FOR 'WHO SAID THAT?' ON NBC-TV

PROGRAM:	WHO SAID THAT?
TIME:	Mondays, 10:30 p.m., EST, Network except WNBT
FORMAT:	Quiz program based on quotations from the week's news.
MODERATOR:	Walter Kiernan
STARS:	A panel of four outstanding personalities from the field of journalism, radio, TV, sports, theatre and literature. The panel varies from week to week.
PRODUCER:	Ann Gillis
DIRECTOR:	Robert Priaulx
SPONSOR:	Co-op
ORIGINATION:	"Live" from NBC's studios in New York.

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NBC-New York, 10/14/53

CHECKING FOR 'WHO DID WHAT WHEN?' ON RECORD

PROGRAM: ARE YOU LIVING

WHEN: Monday, 10:30 p.m., only (EXCEPT DURING SUMMER MONTHS)

FORMAT: Grab previous hours in an entertaining form the weekly news.

PRESENTER: Walter Kronkite

GUEST: A panel of four outstanding personalities from the fields of journalism, commerce, TV, sports, theatre and television. The panel varies from week to week.

PRODUCER: Ann Grant.

DIRECTOR: Sidney Friedman

SPONSOR: Coke

ORIGINATION: "Live" from NBC's studios in New York.

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14 OF TOP 25 SHOWS--NBC-TV'S LEADERSHIP STORY

Fourteen of the top 25 programs -- that's NBC-TV's leadership story succinctly told in the 10-city, competitive Trendex ratings just released for the first week in October.

With Fall programming well under way, these Trendex figures serve to point up again that night after night, most of the top-rated television programs will be seen on NBC-TV.

EXCLUSIVE INTERVIEW WITH JUAN PERON FEATURED ON 'WEEKEND'; SOUND-ON-FILM PROGRAM ALSO SCHEDULED FOR NBC-TV

An exclusive interview with Juan Peron, president of the Argentine republic, will be featured in WEEKEND, NBC radio's new "Sunday Newspaper of the Air," Sunday, Oct. 18 (4-6 p.m., EST).

It is the first time in the last four years that the Argentine chief of state has granted a radio interview to a foreign newsman.

George Natanson, NBC correspondent in Argentina, who was once ejected from that country upon the expiration of his visa and subsequently was re-admitted, obtained the interview.

NBC television (network except WNBT) will carry the sound-on-film version in a special 15-minute presentation on Tuesday, Oct. 20 (10:45-11:00 p.m., EST). WNBT will present the interview on Saturday, Oct. 24 (12:45-1:00 p.m., EST).

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NBC-New York, 10/14/53

A'S OF 500 ON SUPER-LIFT-LIFT CLASSICS SHOW

Portions of the ten CS programs on Dwain's NBC-TV's LEARNING about electricity will be one 10-stop, Sunday/Wednesday Stanley Cup series and reviewed for the first week in October.

With full cooperation and some-more, Dwain's students agree to good or bad, and enough after hours, next to the co-based Scientific programs will be seen on NBC-TV.

ARTISTIC INTERVIEW WITH NEW YORK PRIMITIVE IN MUSEUM, SUNDAY-OR-FRIDAY PROGRAM ABOUT SCIENTIFIC AND ART-TV

An anti-date interview with Jane Young, painting of the Primitive robotic, will be tendered in a [illegible] TV's Sunday Newspaper of the Air, "[illegible]" (--:-- p.m., EST).

It is the first time in the last [illegible] years that Primitive will or where has frozen a [illegible] known as a [illegible] painted.

George Jackson, NBC correspondent in Germany, has [illegible] objected from [illegible] upon the production of his [illegible] and [illegible] was [illegible]. [illegible] the interview.

NBC Television (Channel [illegible] WNBC) will carry the [illegible] Jane version in a special 15-minute presentation on Tuesday, Oct. 30 (11:15-11:30 p.m., EST). NBC will preceed the interview on Saturday, Oct. 29 (11:15-11:30 p.m., EST).

TWO-NEW YORK, LIFTOFF

NBC TRADE NEWS

October 15, 1953

NBC RADIO ANNOUNCES $7,000,000 NEW AND RENEWAL BUSINESS SIGNED IN LAST SIX WEEKS; FIGURE SINCE JUNE IS $25,000,000

A report of $7,000,000 in new and renewal business, signed in the last six weeks, by the NBC radio network, was made today by William H. Fineshriber, Jr., vice president in charge of the NBC radio network.

The report which is the second sales total announced by NBC radio since its separation from NBC-TV, shows $1,750,000 in new business, and covers the six-week period from Sept. 1.

When coupled with the network's previously-announced figure of $18,000,000 for the 60-day period ending August 14, gross billings in new and renewal business run to $25,000,000 since mid-June, with the total of $3,750,000 in new business having been acquired since the web's establishment as a separate entity.

"This new business," Fineshriber said, "is particularly heartening to us since it comes at a normally slack period of the year -- after most budgets have been allocated. It is not only additional evidence of the advertisers' confidence in the NBC radio network as an advertising medium, but a direct result of our new programming, and development of new merchandising concepts to insure the greatest value for the sponsor's dollar."

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3 - New Business

New business during the 42-day period includes Miles Laboratories, through the Geoffrey Wade Advertising Co.; Hexol, through the L.C. Cole Company; The Lewis-Howe Company, through Ruthrauff & Ryan; The Alemite Division of the Stewart Warner Corporation through MacFarland Aveyard, and the Socony-Vacuum Oil Company, Inc.

Renewals include Faultless Starch Company, through Bruce B. Brewer & Company; Pet Milk Company and its subsidiary, Sego Milk Products Company, through the Gardner Advertising Company and the Gillham Advertising Agency Inc.; Colgate-Palmolive-Peet Company through William Esty; Standard Oil of California, through Batten, Barton, Durstine & Osborn; Fisher Flouring Mills through Pacific National Advertising Agency, and the Chevrolet Motor Division of the General Motors Corporation, through the Campbell-Ewald Company.

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NBC-New York, 10/15/53

NBC TRADE NEWS

October 15, 1953

Weekly Trade Review

SOCONY-VACUUM TO SPONSOR NBC SYMPHONY SERIES; OTHER IMPORTANT SALES ANNOUNCED

Sale of THE NBC SYMPHONY ORCHESTRA broadcasts on NBC radio to the Socony-Vacuum Oil Company, Inc., topped a week of trade activity at the National Broadcasting Company.

The full 22-week series, starting Nov. 8, will be sponsored by Socony-Vacuum, it was announced by William H. Fineshriber, Jr., vice president in charge of the NBC radio network.

The programs, each a full hour in length, will be heard Sundays from 6:30-7:30 p.m., EST, with Maestro Arturo Toscanini conducting most of the concerts and Guido Cantelli as guest conductor. As in the past, the concerts will originate from Carnegie Hall in New York City.

In another important sale, Fedders-Quigan Corporation became what is believed to be the first air-conditioner manufacturer to make major use of television when it purchased 110 segments of NBC-TV's early morning news and special events program, TODAY. By starting its

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campaign on Dec. 1, Fedders-Quigan also becomes the first in its field to conduct a large-scale, out-of-season advertising drive. The contract was placed through Batten, Barton, Durstine & Osborn, Inc.

The smallest TV film camera tube yet developed for broadcast use was introduced Monday, Oct. 12, on NBC-TV. Vidicon tube, weighing only two ounces, yet possessing three times the sensitivity of the iconoscope tube normally used for film pickup, was used in transmission of SUPERMAN on WNBT and of THE RCA VICTOR SHOW STARRING DENNIS DAY over the full NBC-TV network. The tube was developed by RCA Victor Division, Radio Corporation of America.

TRADE NOTES -- Christopher Awards for the third quarter of 1953 went to two NBC-TV programs, DING DONG SCHOOL and ASSIGNMENT TOMORROW, a panorama of top news events recorded on TV newsfilm during past eight years ... Bob Hope returns to NBC-TV Tuesday, Oct. 20 (8 p.m., EST) with a new comedy show sponsored by General Foods Corp. He'll do total of nine shows during the season ... New account executive for NBC radio's sales staff: William MacGruder Walker, former media buyer with Young & Rubicam ... Well, "Dragnet" made it. YOUR HIT PARADE, that is. Song, based on theme played on NBC radio and TV show of the same name, turned up No. 7 on "Your Hit Parade" program on NBC-TV Saturday, Oct. 10. Tin Pan Alley wags had wondered if the tune would ever make it. Reason: "Dragnet" and "Your Hit Parade" are sponsored by rival cigaret companies, Liggett & Myers Inc., and American Tobacco Co., respectively.

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Mediaen on Inc. 1, Reader's-Digest also becomes the first in the field to combine a large-scale, out-of-season advertising drive. The campaign was placed through Batten, Barton, Durstine & Osborn, Inc.

The smallest TV film camera ever developed for broadcast use was introduced Monday, Oct. 26, on NBC-TV. Million men watching only two cameras yet possessing these names the sensitivity of the iconoscope tube normally used for film pickup, was used in presentation of SUPERMAN on WNBC and of THE NEW VICTOR SHOW featuring DAVIS DAY over the full NBC-TV network. The idea was developed by the Victor Division, Radio Corporation of America.

TRADE NOTES -- Christopher Awards for the third quarter of 1953 went to two NBC-TV programs, DEAR JOHN (Mondays) and RESPONSIBILITY (Friday), a panorama of top news events recorded on TV newsfilm during the eight years ... Bob Hope returns to NBC-TV Tuesday, Oct. 27 (9 p.m., EST) with a new variety show sponsored by General Foods Corp. It's on total of nine shows during the season ... New account executive for NBC radio's sales staff: William Mackenzie Wallace, former radio buyer with Young & Rubicam ... Well, "Program" made it. On NBC FARAWAY, that is. Done, based on Edwin Gilbert's play on NBC radio and TV show of the same name, turned up Fri. 7 on "Time Out Theater" program on NBC-TV Saturday, Oct. 10. Tin Pan Alley wags had wondered if Ian Duncan would ever make it. Reason: "Program" was "Lady Fair Game." are sponsored by first client sponsors, Liggett & Myers Inc., & American Tobacco Co., respectively.

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OTHER NEW BUSINESS -- Three more sales announced for "Today." Magic Chef, Inc.,purchased 12 participations beginning March 22, 1954, through Krupnick & Associates; Brown and Haley Inc., candy manufacturers, purchased three participations beginning Nov..23, and Kiwi Shoe Polish Co. purchased 16 participations, beginning Nov. 9, through N.W. Ayer & Son, Inc.

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NBC-New York, 10/15/53

NBC-TV NEWS

NATALIE HINDERAS, YOUNG CLEVELAND-BORN PIANIST, SIGNED TO TALENT CONTRACT BY NATIONAL BROADCASTING COMPANY

Natalie Hinderas, American pianist, has been signed to a talent contract by the National Broadcasting Company, it was announced today by NBC staff vice president Manie Sacks. She will appear on a variety of programs in the coming year both on the network and on a number of owned-and-operated NBC stations.

Miss Hinderas, who now resides in Philadelphia, was born in Oberlin, Ohio, and received a large part of her musical education there. It was with her mother, also a pianist and a graduate of the Oberlin Conservatory, that she started her piano studies.

However, even before these studies which started formally at the age of five, the youngster appeared on the stage in a singing-dancing act. From the time she was two-and-a-half until she was six, she was seen in many vaudeville shows. She appeared in Cleveland at the age of five with the late Ted Healy.

Both of her parents were graduates of Oberlin where she started her studies at the age of eight. Later, Miss Hinderas studied for two years with Olga Samaroff-Stokowski and continued her musical work after the noted artist's death with the pianist-teacher, Edward Steuermann.

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NATALIE HINDERAS, YOUNG CLEVELAND-BORN PAINTER, LINKED TO TALENT CONTRACT BY NATIONAL PRODUCTIONS COMPANY

Natalie Hinderas, Manhattan painter, has been signed to a talent contract by the National Productions Company. It was announced today by NPC staff vice president Hank Malin. She will appear on a variety of programs in the various year ahead both on the network and on a number of owned-and-operated TV stations.

Miss Hinderas, who now resides in Philadelphia, has been in Seattle, Ohio, and previously a little part of her musical upbringing there. It was when her mother, also a pianist and a graduate of the Oberlin Conservatory, that she started her piano lessons.

However, even before that, showing with stepped forward at the age of five, she performed expressed on the stage in a singing-dancing act. Even the time she was two-and-a-half years old she was six, she was seen in many vaudeville shows. She appeared in Cleveland at the age of nine with the Lorna Lee Band.

Both of her parents were graduates of Oberlin where she inherited her talents as the son of singer. Later, Miss Hinderas studied for two years with the Samarcand-Conservatory and continued her musical work after she moved suddenly again with the pianist-teacher, Edward Blumenthal.

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Her first concert appearance took place when she was eight years old in Cleveland, at a church affair. She also has appeared in Cleveland's Severance Hall.

Appearances on NBC prior to the signing of her new contract have included the radio program "Encore," a radio recital from San Francisco and several visits to last Summer's "Saturday Night Revue."

Miss Hinderas is a modest, talented young lady whose great ambition is to bring fine music to the public. Her hobbies are cooking, reading and working in leathercraft.

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NBC-New York, 10/15/53

NBC-TV NEWS

PRESIDENT'S FARM SPEECH INCLUDED IN 'HALL OF FAME' TELECAST;
'McCOY OF ABILENE' WILL ALSO HIGHLIGHT ORIGINAL NEW SONG

President Dwight D. Eisenhower will be seen on HALLMARK HALL OF FAME Sunday, Oct. 18 (NBC-TV, 5 p.m., EST), in a filmed portion of the speech he made Thursday (Oct. 15) in Kansas City to the Future Farmers of America. The excerpts will appear at the conclusion of the hour-long drama, "McCoy of Abilene," starring Sarah Churchill, in a production devised and directed by Albert McCleery in Hollywood.

President Eisenhower on Thursday attended the 59th Annual American Livestock and Horse Show in Kansas City. The "Hallmark Hall of Fame" teleplay on Sunday relates the story of Joseph McCoy, the pioneer cattleman responsible for building Kansas City into the stockyard of the Midwest. McCoy initiated the first royal stock show. The television program honors his many achievements in agriculture.

"McCoy of Abilene" will also highlight an original new song, "Take Root," by Harold Callen, author of the original teleplay, and Jules Seidman, musical director for "Hallmark Hall of Fame." It was originally written for one spot on the show, but it proved to be so compelling and powerful that it will be played as an underlying theme of the hour-long production.

Walkin' Charlie Aldrich, cowboy balladeer and guitar player, who will play the melody as background to other scenes, has also been signed to sing it in several key entertainment spots.

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NBC-New York, 10/15/53

NBC-TV NEWS

PRESIDENTIAL FAMILY DRAMA INCLUDED IN 'WALL OF FAME' TUESDAY;
"MOODY OF MILLIONS" WILL ALSO STRATEGIZE ORIGINAL NEW SOUND

President Dwight D. Eisenhower will be seen on MILITARY WALL OF FAME Tuesday, Oct. 14 (NBC-TV, 3 p.m., EST), in a filmed portion of his speech to open Tuesday (Oct. 14) in Kansas City to the National Conference of America. The backdrop will capture at the conclusion of the hour-long drama, "Moody of Millions," starring Sarah Churchill, as a production devised and directed by Albert Brickman in Hollywood.

President Eisenhower on Tuesday announced the 20th annual American Library week and hope for peace day. The "Military Wall of Fame" strategize on country patriotic and story "Sarah Moody, the pioneer cattlewoman responsible for unveiling Oklahoma and the blockhead of the Kiowas. Moody amassed the first great herd. The television screen depicts the many achievements and sacrifices.

"Moody of Millions" will also dramatize an original new song, "Ole Tom," by Patrick Cullen, author of the "original rainbow, and other songs, musical director for "Wallaroo Jail" of fame." It was published by written for one shot on the show, but is proved to be so popular, and powerful that it will be played at an unbelieving time the hour-long broadcast.

Walter Cronkite Announcer, Jerry Mulligan and Jack Sharpe, will play the parts as announced to show's theme. Joe Glen Lewis is also to be seated for entertainment music.

PET MILK RENEWS 2 NBC RADIO SERIES: 'T OR C' AND 'MARY LEE TAYLOR SHOW'

Sponsorship of the TRUTH OR CONSEQUENCES and the MARY LEE TAYLOR SHOW was renewed for 52 weeks by the Pet Milk Company and its subsidiary, the Sego Milk Products Company, it was announced today by Fred Horton, director of sales for the NBC radio network.

The contracts, in the interests of canned milk products, were signed through the Gardner Advertising Company and the Gillham Advertising Agency. Both accounts are effective with the "Mary Lee Taylor Show" of Saturday, Oct. 17 (10:30-11:00 a.m., EST) and "Truth or Consequences," of Thursday, Oct. 22 (9:00-9:30 p.m., EST).

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FAULTLESS STARCH RENEWAL ON NBC RADIO

The Faultless Starch Company has renewed its sponsorship of FAULTLESS STARCH TIME, a musical heard on the NBC radio network (except WNBC) on Sundays 11:00-11:15 a.m., EST.

The contract, renewed for 52 weeks through the Bruce B. Brewer Company, is for a 71-station network.

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NBC-New York, 10/15/53

CORRECTION, PLEASE!

William MacGruder Walker, who has joined the NBC radio network sales staff as an account executive, comes to the network from Young & Rubicam, where he was a media buyer for the agency's Procter and Gamble account. While with Young and Rubicam, he also worked in other capacities on the agency's Borden Company, General Foods, and General Electric accounts.

The NBC Trade News release of Oct. 13 erroneously stated that Walker had been directly affiliated with those companies rather than indicating he worked on those accounts for Young and Rubicam.

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NBC-New York, 10/15/53

NBC TRADE NEWS

October 16, 1953

NEW NBC-TV 'TODAY' SALES POINT UP ADAPTABILITY OF SERIES FOR BOTH LARGE AND SMALL AD BUDGETS

The large and the small of it -- demonstrating the flexibility and adaptability of NBC-TV's early morning news and special events program, TODAY -- are graphically pointed up in two sales announced by the network today.

On one hand is the purchase by Druggist Supply Corp. of New York of 16 participations in three weeks, beginning Dec. 2. Ruthrauff & Ryan Inc. is the agency.

And on the other hand is the one-shot buy of Jarman-Williamson Co. of Portland, Ore., maker of Bag Boy Golf Carts. The Jarman-Williamson message will be seen on "Today" Dec. 1 on the show's Central network only. Joseph R. Gerber Co. of Portland is the agency.

Reflected in these buys is the increased awareness by both large and small budgeted advertisers of the maneuverability of "Today" and of its ability to serve advertisers of all sizes and desires. Starring Dave Garroway, "Today" is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC PRESS DEPARTMENT

Send release

October 16, 1953

JEWISH THEOLOGICAL SEMINARY TO PRESENT CITATION
TO DAVID SARNOFF, MARKING 10th YEAR OF
BROADCASTING OF 'ETERNAL LIGHT'

FOR RELEASE SUNDAY, OCT. 18

To commemorate 10 years of partnership in religious broadcasting between the Jewish Theological Seminary of America and the National Broadcasting Company, the Seminary will present a citation to David Sarnoff, Chairman of the Boards of RCA and NBC, on Oct. 22, 12:30 p.m., EST, at the Waldorf Astoria Hotel, New York City, it was announced by Dr. Louis Finkelstein, Chancellor of the Seminary.

This month marks the tenth year of broadcasting of "The Eternal Light," a public service program, presented by NBC under the auspices of the Seminary every Sunday on a coast-to-coast network. The program, designed to illustrate important phases of Jewish faith and culture, pioneered in promoting brotherhood and inter-group understanding through the medium of dramatic radio.

During this anniversary season, "The Eternal Light" is presenting four outstanding scripts previously dramatized on the

(more)

program during the past years. Morton Wishengrad's "Song of Berditchev" and Sylvia Berger's "Mrs. Steinberg's Partner in Heaven" were heard on Oct. 11 and 18, and Morton Wishengrad's "Moses Mendelssohn" will be presented on Oct. 25 and Joseph Mindel's "Watchman, What of the Night" on Nov. 1.

Music for this program is composed by Morris Mamorsky and conducted by Milton Katims. Milton E. Krents is producer for the Seminary; Edward King is director. Doctor Ben Zion Bokser, Rabbi of the Forest Hills Jewish Center, is program editor.

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NBC-New York, 10/16/53

CREDITS FOR 'ROCKY FORTUNE' ON NBC RADIO

PROGRAM:	ROCKY FORTUNE
TIME:	Tuesday, 9:35 p.m., EST
ORIGINAL STARTING DATE:	Tuesday, Oct. 6, 1953
STAR:	Frank Sinatra
FORMAT:	Adventure series concerning a footloose fellow, with a penchant for trouble, named Rocky Fortune.
DIRECTOR:	New York, David Harmon; Hollywood, Andy Love
WRITER:	George Lefferts and Ernest Kinoy.

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NBC-New York, 10/16/53 FWK

FOR AUDIO ONLY

FEATURE FOR 'HONEY HOUSEWORK' ON LIVE AUDIO

PROGRAM: HONEY HOUSE

TIME: Monday, 3:30 noon, EST

ORIGINAL STARTING DATE: Monday, Oct. 5, 1953

STAR: Penny Singleton

FORMAT: Accident-prone housewife Penelope Throckmorton's neighbor Leo Gordon, Honey Duke's husband.

DIRECTOR: Don Ryan, Bryan Salmon, Hollywood, Andy Love

WRITER: George Carleton Brown, Sonny.

NBC RADIO NEWS

CREDITS FOR 'WOMAN IN LOVE' ON NBC RADIO

PROGRAM:	WOMAN IN LOVE
TIME:	Saturdays, NBC radio network except WNBC, 10:00-10:30 a.m., EST
FORMAT:	A half-hour dramatic program each week depicting the problems of a "Woman in Love."
NARRATOR:	Elaine Rost
PRODUCER-DIRECTOR:	Harry Frazee
WRITERS:	Various

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NBC-New York, 10/16/53 FWK

NBC TRADE NEWS

October 19, 1953

DONALD O'CONNOR WILL MAKE SEASONAL BOW ON 'COMEDY HOUR' SURROUNDED BY HOLLYWOOD BEAUTIES AND TV COMEDIANS

- - -

Lauren Bacall, Elaine Stewart and Joanne Gilbert Add Glamor; Sid Miller, Tom D'Andrea, Hal March Contribute Fun

The Fall debut of Donald O'Connor on NBC-TV's COLGATE COMEDY HOUR will take place Sunday, Oct. 25 (NBC-TV, 8-9 p.m., EST) when the young comedian-singer-actor-dancer will present three of Hollywood's most beautiful picture stars and three of television's most competent comics as his guests.

Lauren Bacall, Elaine Stewart, and Joanne Gilbert are the lovely ladies who will enhance the production, while Sid Miller, Tom D'Andrea and Hal March are the comedy supplements on the show.

Donald will be confronted with the puzzling but pleasing problem of which beauty to make love to -- glamorous Lauren Bacall, dazzling Elaine Stewart, star of "Take the High Ground," or popular vocalist Joanne Gilbert. Tom D'Andrea and Hal March will stage one of their unique capsule versions of life in the armed services, and Donald will team with Sid Miller in the "songwriters' sketch" which has become one of the high spots of O'Connor shows.

(more)

Donald will again climax his show with a song-dance production number patterned very closely after his many musical roles in motion pictures. Al Goodman will direct the orchestra.

Sam Fuller is the executive producer of the Colgate Comedy Hour. The O'Connor show will be staged by producer-director Ernie Glucksman and written by Sid Kuller and Sid Miller.

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NBC-New York, 10/19/53 FWK

CREDITS FOR 'COLGATE COMEDY HOUR'* ON NBC-TV
STARRING DONALD O'CONNOR

PROGRAM:	COLGATE COMEDY HOUR
TIME:	NBC-TV, Sunday, 8-9 p.m., EST
FORMAT:	Variety-comedy revue
STAR:	Donald O'Connor (Oct. 25 and other dates to be announced).
EXECUTIVE PRODUCER:	Sam Fuller
UNIT MANAGER:	Dick Welsch
PRODUCER AND DIRECTOR:	Ernie Glucksman
TV DIRECTOR:	Bud Yorkin
WRITERS:	Sid Kuller, Sid Miller
CASTING:	Howard Ross
MUSIC DIRECTOR:	Al Goodman
SCENIC DESIGNER:	Furth Ullman
COSTUMES:	Kate Drain Lawson
LIGHTING:	Al Scarlett
ORIGINATION:	Hollywood, Calif.
SPONSOR:	Colgate-Palmolive-Peet Co.

* Credit sheets on other 'Comedy Hour' stars will follow soon.

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NBC-New York, 10/19/53 FWK

NBC-TV CREDITS

CREDITS FOR 'LOSLANTE COMEDY HOUR'* ON NBC-TV
STARRING DANNY KAYE

PROGRAM:	DOCTORS COUNSEL HOUR
TIME:	NBC-TV, Sunday, 8-9 p.m., EST
FORMAT:	Variety-comedy show
STAR:	Danny Kaye (Lot. 29 and other guests to be announced).
EXECUTIVE PRODUCER:	Sam Phillips
UNIT MANAGER:	Dick Weisel
PRODUCER AND DIRECTOR:	Steve Gladstone
TV DIRECTOR:	Don Yorkin
WRITERS:	Abe Burrows, Sid Caesar
CASTING:	Howard Dean
MUSIC DIRECTOR:	Al Sendrey
ACADEMY IDENTIFIER:	Ralph Ullman
COSTUMES:	Rene Hubert Hanson
LIGHTING:	Al Wheeler
ORIGINATION:	Hollywood, Calif.
AFFILIATION:	Colgate-Palmolive-Peet Co.

* Credit shows on other 'Comedy Hour' shows will follow soon.

NBC-New York, 10/12/62 TWX

NBC TRADE NEWS

October 19, 1953

GERTRUDE BERG BACK ON RADIO WITH NEW NBC SERIES, 'HOUSE OF GLASS,' COMEDY ADVENTURES IN CATSKILLS

Gertrude Berg will return to radio as a writer and actress on Friday, Oct. 23 when she will bring her new comedy series, HOUSE OF GLASS, to NBC radio (9:35-10:00 p.m., EST).

The program, which concerns itself with happenings in a Catskill resort hotel, will provide an amusing showcase, or "glass house," for the author-star's droll characterizations. Mrs. Berg earned wide fame as the creator and leading performer of 'The Goldbergs' on radio and TV.

On the initial broadcast, Sophie (played by Gertrude Berg) tells her family that she is going away on a vacation and instead takes a job as the cook at the "House of Glass." Very happy in her job, Sophie's plans are nonetheless upset when her family arrives on the scene and discovers she is not vacationing as they had thought. Mr. Glass (Joseph Buloff) saves the situation, however, by offering a proposal of marriage.

(more)

Also featured on the "House of Glass" will be Arnold Stang as a bell-hop, Harold Stone as a dish-washer, and Ann Thomas as a waitress. Production will be handled by Cherney Berg, who will also compose original music for the program. Direction will be by Ken MacGregor and script by Gertrude Berg.

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NBC-New York, 10/19/53 FWK

CREDITS FOR 'HOUSE OF GLASS' ON NBC RADIO

PROGRAM:	HOUSE OF GLASS
TIME:	Fridays, 9:35-10:00 p.m., EST
STARTING DATE:	Friday, Oct. 23, 1953
FORMAT:	Family comedy taking place in a resort hotel with the proprietor and his wife as leading characters.
STARS:	Gertrude Berg as Mrs. Glass, Joseph Buloff as Mr. Glass.
CAST:	Arnold Stang, Harold Stone and Ann Thomas.
PRODUCER:	Cherney Berg
DIRECTOR:	Ken MacGregor
WRITER:	Gertrude Berg
ORIGINAL MUSIC BY:	Cherney Berg
LYRICS BY:	Arnold B. Horwitt
CONDUCTOR:	Milton Katims

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NBC-New York, 10/19/53 FWK

NBC TRADE NEWS

October 19, 1953

PUREX CORP. BUYS INTO TIME PERIOD OF 'KATE SMITH HOUR,'
FIRST SALE UNDER NEW 'DIVIDED SEGMENT PLAN'

The Purex Corporation, Ltd., maker of powder bleach, has bought into the Thursday, 3:15-3:30 p.m., EST time period of NBC-TV's THE KATE SMITH HOUR, beginning Oct. 29.

This is the first sale under the new "divided segment plan" devised for "The Kate Smith Hour," in which a sponsor may purchase seven-and-one-half minutes, or half of a 15-minute segment.

Foote, Cone & Belding is the agency for the Purex Corporation. "The Kate Smith Hour" is seen Monday through Friday from 3-4 p.m., EST.

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NBC TRADE NEWS

ALEMITE DEALERS ACROSS THE U.S. HEAR OUTLINE OF CAMPAIGN FOR NEW PRODUCT VIA NBC RADIO CLOSED CIRCUIT

A closed circuit broadcast outlining campaign plans for the introduction of Alemite CD 2, new product of the Alemite Division of the Stewart-Warner Corporation, was held over the full NBC radio network Monday, Oct. 19, (12:45-1:00 p.m., EST).

The Alemite Division will sponsor the JOHN CAMERON SWAYZE news program over NBC radio on Tuesdays, Thursdays and Fridays (9:30-9:35 p.m., EST), beginning Tuesday, Oct. 20.

Alemite dealers, jobbers and distributors in every NBC city across the country sat in on the closed circuit to hear plans for the introduction of Alemite CD 2 to the market. Short talks were made by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC; Frank Hiter, Senior Vice President of the Alemite Division; Fred Dodge, Director of the NBC Merchandising Department, and Swayze.

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NBC-New York, 10/19/53

NBC TRADE NEWS

ALMITE DEALERS ACROSS THE U.S. HEAR OUTLINE OF CAMPAIGN
FOR NEW PRODUCT VIA NBC RADIO CLOSED CIRCUIT

A closed circuit broadcast outlining campaign plans for the introduction of Almite CD 2, new product of the Almite Division of the Stewart-Warner Corporation, was held over the full NBC radio network Monday, Oct. 19, (12:45-1:00 p.m., EST).

The Almite Division will sponsor the JOHN CAMERON SWAYZE news program over NBC radio on Tuesdays, Thursdays and Fridays (6:30-6:35 p.m., EST), beginning Tuesday, Oct. 20.

Almite dealers, jobbers and distributors in every NBC city across the country met in on the closed circuit to hear plans for the introduction of Almite CD 2 to the market. Short talks were made by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC; Frank Hiter, Senior Vice President of the Almite Division; Fred Dodge, Director of the NBC Merchandising Department, and others.

NBC-New York, 10/19/50

NBC TRADE NEWS

October 20, 1953

'NBC-TV OPERA THEATRE' PRODUCTION OF 'CARMEN' WILL BE FIRST FULL-HOUR COMPATIBLE COLORCAST

- - -

Special Costumes, Sets Designed for Oct. 31 Event Which Will Be Available on Standard Receivers in Black and White

Color television history will be made on Saturday, Oct. 31 when the National Broadcasting Company will telecast a one-hour production of "Carmen" in compatible color.

The program, to be telecast under temporary experimental authorization of the Federal Communications Commission, will be the first full-hour compatible colorcast, and will be the first time a major operatic production will have faced the color cameras.

The show will be seen (5:30 to 6:30 p.m., EST) on the nation's sets in high-definition black and white.

For this historic occasion, NBC is building an entirely new production of the Bizet classic. "Color-corrected" costumes and sets are being designed and executed by NBC's staging services, and the opera is being adapted to the more intimate techniques of television.

(more)

The staff of the NBC Television Opera Theatre, working with Richard Day, NBC's color consultant, is aiming at a "realistic" staging, with the maximum of authenticity in design and color in costumes and sets.

Brought to bear on the production will be the techniques of lighting, staging, costuming and make-up developed by NBC's pioneering "color corps" headed by Barry Wood. Latest developments in lighting will be used, bringing out the best in the production's color scheme, as well as heightening the dramatic mood. In the field of make-up, NBC cosmeticians will be using new materials specially developed for color TV by a famous cosmetics house.

Color planning for this show, as for other NBC colorcasts, presents a dual aspect, since colors must be selected not only for chromatic interest, but for how they will render in black and white. Thus, the interests of owners of black-and-white receivers are fully protected, the color corps points out.

The program will be televised from NBC's Colonial Theatre, world's first fully-equipped studio for compatible color, where experimental colorcasts have been originating for the past year.

The production, with Vera Bryner in the title role, will mark the opening of the NBC Television Opera Theatre's 1953-54 season. Samuel Chotzinoff is producer, and Peter Herman Adler is music and artistic director.

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NBC-New York, 10/20/53

The start of the RCA Victor/NBC Color Television, working with
[illegible] Co., NBC's color consultant, is [illegible] of a "realistic"
[illegible], with the maximum of authenticity in design and color in
[illegible] and area.

Focusing to keep on the performance will be the [illegible] of
[illegible], [illegible], [illegible] and [illegible] operations by [illegible]
[illegible] corps" [illegible] by [illegible] [illegible]. Extra [illegible] in [illegible]
[illegible] be used, [illegible] out the [illegible] in the [illegible] [illegible],
as well as [illegible] the [illegible] [illegible]. [illegible] the [illegible] of [illegible],
[illegible] [illegible] will be [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] TV by a famous [illegible] house.

Color planning for this show, as for other NBC productions,
[illegible] a [illegible] expert, [illegible] [illegible] must be [illegible] not only for
[illegible] [illegible], but for how they will [illegible] in black and white.
[illegible], the [illegible] to [illegible] [illegible] [illegible] [illegible] are fully
[illegible]. The [illegible] [illegible] [illegible].

The program will be [illegible] from [illegible] [illegible] [illegible],
[illegible]'s first fully-equipped [illegible] for [illegible] [illegible],
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] for the [illegible] year.

The production, with [illegible] [illegible] in the [illegible] [illegible], will
[illegible] the [illegible] of the NBC [illegible] [illegible] [illegible] 1953-54 [illegible].
[illegible] [illegible] is [illegible], and [illegible] [illegible] [illegible] in [illegible] and
[illegible] [illegible].

Release Date, 10/20/53

NBC TRADE NEWS

October 20, 1953

'SUPER OPERATION,' 'GENUINE RADIO BLOCKBUSTER'--THOSE ARE JUST TWO OF THE TERMS SELECTED BY PRESS FOR NBC RADIO ACTIVITY

- - -

Network Issues Broadside Showing Headline Response to Whirlwind Activity Centered on $5,000,000 Campaign With 28 New Shows

They say action makes news and if any proof is needed, look at the news being made in every section of the country these days by the whirlwind activity at NBC radio.

From Portland, Me., and San Diego, Calif.; from Seattle, Wash., and Miami, Fla.; and from hundreds of cities and towns in between, NBC has received thousands of press notices acclaiming NBC radio's $5,000,000 investment in 28 dynamic new program series.

A collection of these clippings, picked at random, has been compiled in a broadside by the NBC radio Advertising and Promotion Department and is being mailed today (Oct. 20) to 8,000 stations, agencies, clients and prospective clients.

Under the blaring headling "NBC RADIO MAKES NEWS!" this broadside points out, "You hear it everywhere; millions of readers... millions of listeners, as NBC Radio scores the most exciting programming triumph the industry has ever known!"

(more)

Here are just a few of the comments reproduced in the broadside:

From Bridgeport: "Super Operation Launched on NBC."

From Kansas City: "Many New Shows and Ideas Launched in NBC 'Big Shift.'"

From Youngstown: "NBC Radio Is Planning 'New Look' for Autumn."

From San Francisco: "NBC Tosses Genuine Radio 'Block-buster.'"

From Tampa: "'Magic 28' New Shows To Be Launched This Week by NBC."

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NBC-New York, 10/20/53

NBC SPOT SALESMEN COVERED 200,000 MILES SINCE JAN. 1; GATHERED FIRST-HAND MARKET DATA

The most traveled salesmen in broadcasting work for NBC Spot Sales.

Since Jan. 1, members of the NBC Spot Sales radio and TV staff have traveled 200,000 miles. That's approximately eight times around the world at the equator. (The circumference of the earth at the equator is 24,902 miles).

The NBC travel figure was computed by Hank Shepard, manager of promotion and new business for NBC Spot Sales, who explains: "These modern-day Marco Polos of the broadcasting industry are in constant search of more station and market information. They get a first-hand picture of what our stations have on-the-air, the local personalities and other important details of interest to time buyers.

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NBC-New York, 10/20/53

CREDIT LIST ON 'THE ROY ROGERS SHOW' NBC-TV

PROGRAM:	THE ROY ROGERS SHOW
TIME:	NBC-TV, Sundays, 6:30 p.m., EST
STARTING DATE:	(NEW SERIES): Sunday, Oct. 4
FORMAT:	Western
ORIGINAL STARTING DATE:	Dec. 30, 1951
STARS:	Roy Rogers and Dale Evans
CAST:	Roy Rogers, Dale Evans, Pat Brady, Trigger, Bullet, Nellybelle, Bill Tannen, Pamela Duncan, Dick Avonde, Russ Scott, Francis McDonald, Peter Votrian, Harry Harvey, Charles Tannen.
PRODUCER:	Jack C. Lacey
DIRECTOR:	Leslie H. Martinson
ASSISTANT DIRECTOR:	Nathan Barragan
MUSIC BY:	Frank Worth
SPONSOR:	Post Cereals division of General Foods
AGENCY:	Benton and Bowles
PRODUCTION:	A Roy Rogers Production
ORIGINATION:	Hollywood (Sam Goldwyn Studios, Ingram's Ranch and Iverson's Ranch, San Fernando, Calif.)

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NBC-New York, 10/20/53

NBC TRADE NEWS

October 21, 1953

NBC-TV 'ROSAH' (RUN-OF-SCHEDULE ADVERTISING -- HOLIDAYS) OFFERS FLEXIBLE, TAILOR-MADE, SPEEDY ANNOUNCEMENT PLAN TO SPONSORS

A revolutionary experiment in television selling, flexible and tailor-made for the client wishing pick-up-the-phone speed in placing national, non-selective advertising, is announced today by NBC-TV.

Called "Run-of-Schedule Advertising -- Holidays," or ROSAH for short, the plan is designed to attract holiday and specialty advertisers and the many small firms that might not ordinarily use television as an advertising medium.

Here is how ROSAH works:

Effective immediately and continuing until Dec. 31, 1953, one-minute, filmed commercial participations will be offered for sale in certain unsold segments of NBC-TV daytime programs.

NBC-TV will determine when and where the announcements are placed. After the participation, the purchaser will be notified when it was run and on what show, and the circulation reached.

(It is expected that a Nielsen rating can be sent advertisers for their records and, of course, all advertisers can judge from general programs ratings what the average value in circulation terms will be.

(more)

Programs included in ROSAH are:

"Ding Dong School"(M.-F., 10:00-10:30 a.m., EST); "Glamour Girl" (M.-F., 10:30-11:00 a.m., EST), "Hawkins Falls" (M.-F., 11:00-11:15 a.m., EST); "The Bennett Story" (M.-F., 11:15-11:30 a.m., EST); "Three Steps to Heaven" (M.-F., 11:30-11:45 a.m., EST); and "Follow Your Heart" (M.-F., 11:45 a.m.-12:00 noon, EST).

The full price for each one-minute participation is $3,530 gross, with the same facilities-program-time cost charged for all purchases.

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NBC-New York, 10/21/53

CHICAGOAN WINS FIRST $5,000 DENNIS DAY CONTEST AWARD OFFERED BY 'RCA VICTOR SHOW'

The first $5,000 cash prize winner in the Dennis Day Contest was a 69-year-old widow, Mrs. Catherine Harrington, of 840 West 66th Street, Chicago, Ill.

Mrs. Harrington was called following Monday night's (Oct. 19) RCA VICTOR SHOW STARRING DENNIS DAY (9:30 p.m., EST) and, upon answering the question correctly, was informed that she had won the $5,000.

"It's the first time I've ever won anything," Mrs. Harrington said, "and I'm so excited I don't know what to do." She added that she planned to put all of the money in the bank in view of the fact that she had suffered several arthritis attacks in recent months and might need the money for future medical expenses.

Mrs. Harrington is the mother of two sons, one an electrical worker for the city of Chicago, the second a truck driver. Her husband died about two years ago.

The question asked Mrs. Harrington was, "Where did the rich folks go in the song 'Sunday in the Park', which Dennis sang on the program?" Mrs. Harrington answered correctly, "To the country."

Viewers throughout the country have the opportunity to qualify for the $5,000 offered each week by writing a postcard containing their name, address and phone number to "Dennis Day, Box 829, Hollywood, Calif." The one card is sufficient for the entire duration of the contest.

Each week a telephone call is made to the entrant whose card is drawn from those sent in by viewers.

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NBC-New York, 10/21/53

[illegible] WITH FIRST $5,000 [illegible] BY [illegible]
[illegible] OFFERED BY [illegible] PROGRAM [illegible]

The first $5,000 claim prize money is the largest ever [illegible] a [illegible] video, Mrs. Catherine [illegible], of 910 [illegible] Street, Oshkosh, Ill.

Mrs. Harrington was called following Ronald [illegible]'s [illegible] a Vicker show offering Debbie Ann [illegible] question correctly. She admitted that she had not [illegible]:

"I'm the first [illegible] I've ever [illegible]," [illegible] said. "And I'm so excited I don't know what to do." She [illegible] planned to put all of the money in the [illegible] of the [illegible] she has suffered several [illegible] attacks in recent months and [illegible] the money for [illegible] expenses.

Mrs. Harrington is the mother of [illegible] and an [illegible] over the city of Chicago, she [illegible] a [illegible] driver. Her husband died about two years ago.

The question asked Mrs. Harrington was "Where can the [illegible] go in the song 'Monday in the Park', which [illegible] song [illegible] Tuesday?" Mrs. Harrington answered correctly, "In the country."

Viewers participated the evening from the opportunity to [illegible] for the $5,000 offered each week by solving a [illegible] [illegible] editors are going [illegible] to "Debbie's Day, Mrs. [illegible] [illegible]." The one [illegible] is available for the [illegible] [illegible] [illegible].

Each week's [illegible] call is made to the [illegible] [illegible] [illegible] from [illegible] to [illegible].

NBC-TV PROGRAM

'HOT DEVELOPER' IN PLANE FLYING 200 MILES PER HOUR USED FOR SPEEDY SHOWING OF EISENHOWER MEXICO BORDER VISIT ON 'CARAVAN'

What is believed to be a record in speedy news film coverage of spot news for television was established by CAMEL NEWS CARAVAN (NBC-TV, 7:45-8:00 p.m., EST) on Monday evening, Oct. 19 in its coverage of President Eisenhower's dedication of Falcon Dam on the Rio Grande.

"News Caravan" producer Frank McCall was able to put the footage on the air so that all over the United States and Canada viewers of NBC-TV were able to see and hear the impressive ceremony of the President of Mexico, Adolfo Ruiz Cortines, and President Eisenhower dedicating the dam--just two hours and 20 seconds before program time.

Asked to explain how NBC did it, McCall said that the network News and Special Events Department had employed a "hot developer" to process, edit and cut the film aboard a specially-chartered plane which flew the film from Falcon Dam to Dallas, Tex.

The "hot developer" made it possible to prepare the newsfilm in a plane traveling 200 miles per hour. The telecast originated at NBC affiliate WFAA-TV, Dallas. Maurice Levy, cameraman; Phil Wiley, film editor, and Michael Hinn, commentator, handled the production.

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NBC-New York, 10/21/53

CREDITS FOR 'WANDA LANDOWSKA AT HOME' -- ON NBC-TV

PROGRAM: WANDA LANDOWSKA AT HOME

TIME: Sunday, Oct. 25, 4-4:30 p.m., EST

NETWORK: NBC-TV

PARTICIPANTS: Wanda Landowska, the eminent harpsichordist; Jack Pfeiffer, music director of RCA Victor's Red Seal recordings, guest.

DESCRIPTION: The program, filmed expressly for NBC-TV, is one of a continuing series of visits with distinguished figures of our time. In it, Mme. Landowska speaks of her life, her career, her philosophy. She plays, too, several selections including the third movement from Bach's concerto in D major; a 17th-century dance, and the second movement of the Vivaldi concerto, transcribed by Bach for harpsichord. The program was filmed at Mme. Landowska's home in Lakeville, Conn.

PRODUCER: Caroline Burke

SUPERVISED BY: Davidson Taylor

PHOTOGRAPHED BY: Tom Priestly, Cy Avmet

SOUND BY: George Jordan, Warren Redden

EDITED BY: Anne Kanis, Ben Schiller

BIOGRAPHICAL DATA: Mme. Landowska was born in 1879 in Warsaw, Poland. Her life has been sometimes called a contemporary "legend." She rediscovered the true harpsichord which the piano had supplanted in the 18th Century, and her dedicated leadership brought about its modern-day revival. Of her art the noted critic Virgil Thomson once said: "One might almost say, were not such a comparison foolish, that she plays the harpsichord better than anybody else ever plays anything."

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NBC-New York, 10/21/53

NBC TRADE NEWS

October 22, 1953

NBC-TV ANNOUNCES 3 IMPORTANT DAYTIME SALES; 'BRIDE AND GROOM' TO MOVE TO NETWORK

Three important daytime sales are announced today by NBC-TV.

BRIDE AND GROOM will be brought to the network beginning early in November, to be seen in the Monday-through-Friday, 12 noon-12:15 p.m., EST time spot, with the Andrew Jergens Co. sponsoring the Monday, Wednesday and Friday programs, starting Dec. 2. Robert W. Orr and Associates Inc., is the agency.

The Borden Company, maker of Borden Instant Coffee, has bought the Wednesday and Friday programs of HAWKINS FALLS (11:00-11:15 a.m., EST), beginning Oct. 28, through Doherty, Clifford, Steers & Shenfield Inc.

And Procter & Gamble Co. has expanded its sponsorship of the Monday-through-Friday WELCOME TRAVELERS (4:00-4:30 p.m., EST) to include alternate Mondays, beginning Oct. 26. Procter & Gamble will continue sponsoring "Welcome Travelers" Tuesday through Friday. Benton & Bowles, Inc., is the agency.

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NBC TRADE NEWS

October 22, 1953

WEEKLY TRADE REVIEW

Announcement of $7,000,000 in New and Renewed Business For NBC Radio Made During Week; 'Divided Segment' Plan for 'Kate Smith Hour' Put Into Effect

Announcement of $7,000,000 in new and renewal business by the NBC radio network in the last six weeks highlighted the week's trade developments at the National Broadcasting Company.

The report by William H. Fineshriber, Jr., vice president in charge of the NBC radio network, showed $1,750,000 in new business covering the six-week period from Sept. 1. Coupled with the network's previously announced figure of $18,000,000 for the 60-day period ending Aug. 14, gross billings in new and renewal business run to $25,000,000 since mid-June, when NBC radio was established as a separate entity.

In an important television sale last week, the Purex Corporation, Ltd., maker of powder bleach, bought into the Thursday, 3:15-3:30 p.m., EST time period of NBC-TV's THE KATE SMITH HOUR, beginning Oct. 29.

The sale was the first under a new "divided segment plan" devised for "The Kate Smith Hour," in which a sponsor may purchase

(more)

seven-and-one-half minutes, or half of a 15-minute segment. Foote, Cone & Belding was the agency.

TRADE NOTES--NBC copped most of the top ratings in the Nielsen Radio Index for Sept. 6-12, with 15 of the 25 highest rated programs . . . Newly signed to an NBC talent contract, Natalie Hinderas, brilliant young Philadelphia pianist . . . Mrs. Catherine Harrington, 69-year-old Chicago widow, was first $5,000 cash prize winner in Dennis Day Contest. She correctly answered question based on song Dennis sang on the Monday night (Oct. 19) RCA VICTOR SHOW STARRING DENNIS DAY.

OTHER NEW BUSINESS--On NBC-TV's TODAY, Druggist Supply Corp. of New York, 16 participations, through Ruthrauff & Ryan Inc., and Jarman-Williamson Co. of Portland, Ore., one participation through Joseph R. Gerber Co. of Portland.

RENEWALS--Faultless Starch Company, FAULTLESS STARCH TIME on NBC radio, through Bruce B. Brewer Company; and the Pet Milk Company TRUTH OR CONSEQUENCES and the MARY LEE TAYLOR SHOW, both on NBC radio, through Gardner Advertising Company and the Gillham Advertising Agency.

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NBC-New York, 10/22/53

[illegible]-and-one-half minutes, or half of a 15-minute segment. Perhaps
[illegible] a dialing was the agency.

TRACE MORGAN--NBC hopes most of the top ratings in the
[illegible]sion Radio Under for Dept. 6-12, with 15 of the 25 highest rated
[illegible]shows . . . Nearly aligned to an NBC talent contract, Natalie
[illegible]ROWAN, brilliant young Philadelphia pianist . . . Mrs. Catherine
[illegible]ERLINGER, 67-year-old Chicago widow, won first $5,000 cash prize
[illegible]ment in Lonely Hearts Contest. She correctly answered question based
[illegible] song Pencil, made on the Monday night (Oct. 19) NBC VARIETY SHOW
[illegible]MARINE CORPS DAY.

GUEST NEW BUSINESS--On NBC-TV's TODAY, Campbell Supply Corp.,
[illegible] New York, 16 participations, through Gutenberg & Ryan Inc., and
[illegible]-Williamson Co. of Portland, Ore., one participation through
[illegible]ldon E. Gardner Co. of Portland.

MORNING--Participate Spread Tuesday, FORTUNES STARTS TIME
[illegible] NBC Radio, through Bruce S. Fowler Company; and the Bill Ruile Company
[illegible] on CONSOLIDATED and the MARY LEE TAYLOR SHOW, both on NBC Radio,
[illegible]ough Chesley Advertising Company and the Sterling Advertising Agency

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NBC-New York, 10/22/53

NBC PRESS DEPARTMENT

BRIG. GENERAL DAVID SARNOFF IS CITED FOR AID TO 'RELIGION, AMERICAN DEMOCRACY, AND CIVILIZATION' BY JEWISH THEOLOGICAL SEMINARY

Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, was cited by the Jewish Theological Seminary of America today for vision which has "contributed mightily to religion in all its manifestations, to American democracy, and to civilization itself."

Dr. Louis Finkelstein, Chancellor of the Seminary, presented the citation to General Sarnoff at a luncheon in the latter's honor at the Waldorf-Astoria Hotel in New York City. The citation was made to commemorate 10 years of partnership in religious broadcasting between the Seminary and NBC. This month marks the start of the tenth year of the "Eternal Light" radio program, which is presented as a public service by NBC under auspices of the Seminary every Sunday on a coast-to-coast network.

The citation, read by Edgar J. Nathan, Jr., member of the Board of Directors of the Seminary and Chairman of the national "Eternal Light" Committee, lauded General Sarnoff and his NBC associates for envisioning "the potentialities of broadcasting profound ideas in

(more)

dramatic form." The "Eternal Light," designed to illustrate various phases of Jewish faith and culture, pioneered in promoting brotherhood and intergroup understanding through the medium of radio drama.

In acknowledging the tribute, General Sarnoff said: "The invisible waves of radio, truly a manifestation of an 'Infinite Reason,' recognize no national origin or territorial frontiers. Nor do they discriminate against race, religion or creed. The 'Eternal Light' kindles all of these attributes in the human spirit. It is a beacon of religion that brightens the pathways of democracy and freedom of the individual."

Greetings were extended to NBC and the Seminary at the luncheon by the Rev. Edwin B. Broderick, director of radio and television for the Archdiocese of New York; the Rev. Clayton Griswold, Chairman of the Board, Broadcasting and Film Division of the National Council of Churches of Christ in the U.S.A.; and Rabbi Simon Kramer, past president of the Synagogue Council of America.

During the anniversary season marking the start of its tenth year, "Eternal Light" is presenting four outstanding scripts dramatized on the program during past years. They are Morton Wishengrad's "Song of Berditchev" (Oct. 11), Sylvia Berger's "Mrs. Steinberg's Partner in Heaven" (Oct. 18), Wishengrad's "Moses Mendelssohn" (Oct. 25), and Joseph Mindel's "Watchman, What of the Night?" (Nov. 1).

Following is the text of the citation presented by the Seminary to General Sarnoff:

"David Sarnoff, Brigadier General, United States Army, Chairman of the Board, Radio Corporation of America and the National

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Jewish Home." The "Eternal Light," assigned to Lutheran spokesman Rabbi of Jewish faith and religion, planned in preserving "democracy and interfaith understanding through the medium of radio drama.

In accomplishing the feelings General Sarnoff said: "The powerful voice of radio, being a manifestation of an "Infinite Reason," responsible to national ethics or international troubles. We know they stereotypic against race, religion or creed. The "Eternal Light" program all of these attributes in the human spirit. It is a source of religion that illustrate the patterns of democracy and freedom of the individual."

Preceding were extracts on NBC and the continuity is presented by the Rev. Edwin H. Gomperts, Director of Radio and Television for the Archdioceses of New York and the Rev. Charles Gerrodo, Director of the Board. Broadcasting and film division as the National Council of Churches of Christ in the U.S.A.; the Rabbi Simon Greenberg, President of the Synagogue Council of America.

During the anniversary season marking one year, of the radio program, "Eternal Light" is presenting four outstanding Jewish personalities on the program during most years. These are Morton Blumenstone "Long Beautiful" (Nov. 24), Irvin Berquist "Home, Jewishness Lessons in Love" (Dec. 18), Wassermann's "Moral Revolutions" (Oct. 27), and Jacob Michelis "Wanderer, What of the Night?" (Nov. 4).

Following is the text of the citation presented by the Interfaith Committee:

"Lord Sarnoff, Brigadier General, United States Army, Chairman of the Board, Radio Corporation of America and the National

Broadcasting Company, on behalf of the Faculties, Board of Directors and Board of Overseers of the Jewish Theological Seminary of America, we extend to you and your associates in the National Broadcasting Company cordial felicitations at the opening of the tenth year of the Eternal Light radio program. The notable achievements of this instrument for spiritual enlightenment of the whole community are based on the remarkable teamwork developed between the officers and staff of the National Broadcasting Company and their colleagues at the Seminary. On this significant anniversary we are profoundly grateful that it was given you to foresee the potentialities of broadcasting profound ideas in dramatic form, and a decade ago to lead the National Broadcasting Company to donate time for such a program to a committee organized by the Seminary to represent all groups in American Judaism. Your vision has contributed mightily to Judaism as a faith, to religion in all its manifestations, to American democracy, and to civilization itself. We hope and pray that the Eternal Light and all your other endeavors for the general good may long go forward and continue blessed."

Following is the text of General Sarnoff's response:

"With grateful appreciation I thank you for your kind personal greetings and for the Citation which you have so generously directed to me. In accepting this friendly tribute, I do so on behalf of my associates in the National Broadcasting Company whom I am honored to represent on this memorable occasion in radio broadcasting.

"We in the NBC join with the Jewish Theological Seminary of American in fervent hope and prayer that the Eternal Light will be ever brighter in spreading its rays of spiritual enlightenment far beyond the horizon of the decade in the measurement of Time.

(more)

Broadcasting Company, on behalf of the Families Board of Ministry and Board of overseers of the Jewish Theological Seminary of America, we extend to you and your associates in the National Broadcasting Company warmest congratulations on the opening of the tenth year of the Eternal Light radio program. The remarkable achievements of this outstanding for religious enlightenment in the whole Jewish world are based on the wonderfully generous participation between the listeners and staff of the National Broadcasting Company and their outstanding as the program. On this significant anniversary we are personally grateful that it has been given you to foresee the potentialities of broadcasting religious ideas in dramatic form, and a decade ago to lead the National Broadcasting Company to double time for such a program in a committee appointed by the Seminary to represent all groups in American Judaism. Our vision has contributed materially to Judaism as a faith, to religion as all its manifestations, to American democracy, and to civilization generally. We hope and pray that the Eternal Light and all your other activities for the general good may long go forward and continue indefinitely."

Following is the text of General Sarnoff's response:

"With grateful appreciation I thank you for your kind personal greetings and for the citation which you have so generously granted to me. In accepting this friendly citation on behalf of my associates in the National Broadcasting Company that I do honored tribute on this memorable occasion to radio broadcasting.

"We in the NBC join with the Jewish Theological Seminary of America in fervent hope and prayer that the Eternal Light will be ever effective in spreading its rays of spiritual enlightenment far beyond the horizon of the decade in the measurement of time.

"The invisible waves of radio, truly a manifestation of an 'Infinite Reason,' recognize no national origin or territorial frontiers. Nor do they discriminate against race, religion or creed. The Eternal Light kindles all of these attributes in the human spirit. It is a beacon of religion that brightens the pathways of democracy and freedom of the individual.

"May this Light on radio, with its moral and ethical teachings, long continue to radiate and to strengthen the fellowship that brings all people closer together in living and understanding. And may this Light everlastingly cultivate in all people within its range the true meaning of the 'Brotherhood of man under the Fatherhood of God.'"

-----o-----

NBC-New York, 10/22/53

TWO MORE SPONSORS ON NOTABLE LIST OF 'TODAY' CLIENTS

Two more sponsors have been added to the already impressive list of clients of TODAY, NBC-TV's early morning news and special events program.

The new "Today" advertisers are Luden's Inc., makers of cough drops, which has ordered nine participations beginning Oct. 27, and National Cranberry Association, which has ordered three participations for Ocean Spray Cranberries beginning Nov. 3.

J.M. Mathers, Inc., is the agency for Luden's. Batten, Barton, Durstine & Osborn Inc., is the agency for National Cranberry Association.

Starring Dave Garroway, "Today" is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC-New York, 10/22/53

TWO MORE MEMBERS OF MCKEAGUE LIST OF "FRIENDLY" WITNESSES

Two more witnesses have been added to the already impressive list of witnesses of Senator McCarthy's newly minted and spotted events program.

The new "friendly" advertisers are Lucky's Sales, makers of cough drops, which has spoken also questionable claims, and Ruthless Cigarettes for cough decay treatment, which has offered three participations for cough decay treatment beginning Nov. 3.

J.M. Mathes, Inc., is the agency for Lucky. Batten, Barton, Durstine & Osborn Inc., is the agency for Ruthless Cigarettes Association.

Silverlay Dora Gerhardt, "Dora" is seen monday afternoon Friday from 7-9 p.m., but one off.

CREDITS FOR 'MR. WIZARD' ON NBC-TV

PROGRAM:	MR. WIZARD
TIME:	Saturdays, network except WNBT, 7 p.m., EST.
FORMAT:	Science education for youngsters, utilizing common household items to demonstrate general science pheonomona. Two children -- a 10-year-old boy and an 11-year-old girl -- make alternate visits to act as assistants to "Mr. Wizard."
STAR:	Don Herbert as "Mr. Wizard"
CAST:	Buzz Podewell as Buzz Johnson and Susan Levin as Betsy Taylor.
PRODUCER:	Jules Pewowar
DIRECTOR:	Don Meier
WRITER:	Don Herbert
ORIGINATION:	Chicago
ORIGINAL STARTING DATE:	March 3, 1951

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NBC-New York, 10/22/53 FWK

[illegible]

[illegible]

PROGRAM:	Mr. Rivard
TIME:	[illegible]
TOPIC:	[illegible]
VIA:	[illegible]
DATE:	[illegible]
PRODUCER:	[illegible]
DIRECTOR:	[illegible]
WRITER:	[illegible]
CONTINUITY:	[illegible]
CONTINUE STARTING DATE:	March 3, 1960

NBC TRADE NEWS

October 23, 1953

B.F. GOODRICH CO. BUYS 2 SEGMENTS ON NBC RADIO'S 'WEEKEND'; SALE BRINGS SPONSOR BACK TO NETWORK RADIO AFTER MANY YEARS

- - -

Advertiser Is First Participant in Widely-Acclaimed Sunday Afternoon 'Newspaper of the Air'

In a sale of double significance, the B.F. Goodrich Co. of Akron, Ohio, has bought two segments of WEEKEND, NBC radio's highly acclaimed new Sunday afternoon "newspaper of the air" (4-6 p.m., EST).

The sale is the first to be announced for "Weekend," which has received rousing praise from the public and critics alike since it first went on the air just three weeks ago.

The buy by the B.F. Goodrich Co. also marks that firm's re-entry into network radio advertising after a lapse of many years.

Starting Sunday, Oct. 25, B.F. Goodrich will advertise its tubeless tires on two participations on the program. One commercial position will be in the 4-5 p.m., EST, portion and the other in the 5:45-6:00 p.m., EST, time-spot. The agency is Batten, Barton, Durstine & Osborn, Inc.

Under the dynamic new sales plan devised by NBC radio for "Weekend," the program is offered for sale on a shared sponsorship basis. Each hour provides for eight commercials and each commercial is one participation. An advertiser can buy one or more participations in the show.

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10-CITY TRENDEX SHOWS BOB HOPE'S TV OPENER RATED HIGH ABOVE SECOND AND THIRD NETWORKS

- - -

Had 35 Rating and 64.1 Audience Share in Hour Span

Where there's Hope, there's also a top rating.

Just look at the way Bob Hope returned to NBC-TV with his first show of the season Tuesday, Oct. 20 (8-9 p.m., EST):

A special, 10-city Trendex survey shows that old niblick nose had a fat 35 rating and captured a 64.1 audience share over the course of the hour program.

Bob's first half-hour Trendex rating was 29.9 with an audience share of 56.5, compared with an 11.7 rating and 22.1 audience share for the closest competition (Bishop Sheen on DuMont) and 8.4 and 17.1 for the third network (Gene Autry, CBS).

For the second half hour, Hope's Trendex soared to 40 and his audience share to 71.6, compared to a rating of 9.1 and audience share of 16.2 for the competition (Red Skelton, CBS).

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NBC-New York, 10/23/53

10-CITY TELEVISION SHOWS AND REPORTS TO OPENING
SATCO HIGH ACTIVE SECOND AND DATED NETWORKS

- - -

Has 32 ratings and 54.1 audience share in most cases

Among Sunday's Nielsen, Sports also a top rating.

Just back at the May 3rd week returned to non-TV
with its first show of the season Tuesday, Oct. 20
(8-9 p.m., EST):

A special, 10-city Tuesday survey shows that its
million more had a rat 32 rating and captured a 54.1
audience share over the course of the hour program.

Dodd's direct matchup Tuesday rating was 29.3
with an audience share of 54.5, compared with an 11.7
rating and 22.1 audience share for the eleven comp-
ition (Bishop Sheen on Dumont) and 8.4 and 11.1 for
the third network (Gene Autry, CBS).

For the second half hour, Sheen's ratings dropped
to 9 and his audience share to 17.6, compared to a
rating of 9.1 and audience share of 16.2 for the
competition (Red Skelton, CBS).

CLARKSBURG (W. VA.) WOMAN GETS AVALANCHE OF PRIZES
ON FINDING KEY TO 'T OR C' TREASURE TRUCK CHEST

- - -

Ralph Edward's Van Continues Eastward With New Prizes

The TRUTH OR CONSEQUENCES Treasure Truck spilled forth its $5,000 worth of prizes for Mrs. Rose Isner of Clarksburg, W. Va. on Wednesday, Oct. 21 when the lucky lady selected the one key from the thousands piled on the truck which opened the Treasure Lock.

The truck, another in a long series of zany stunts staged by emcee Ralph Edwards in connection with his NBC radio show, "Truth or Consequences (Thursdays, 9 p.m., EST), started on its cross-country trip on Oct. 8 in a visit to 32 cities in the United States. Duke Fishman of Santa Catalina Island, Calif., was selected as the contestant to act as co-driver and host of the Treasure Truck.

Mrs. Isner heard of the "Truth or Consequences" truck over NBC affiliate WBLK in Clarksburg, and when the truck came to town, attended with her daughter, sister and niece. All tried their hands at opening the lock, but it was Mrs. Isner who hit the jackpot. Included in the chest were the following prizes, valued at $5,000: a $1,500 gift certificate from a mail order house in Chicago; $1,000 in cash from a shampoo company; an automatic washer and dryer; a 12-foot, 430-lb. capacity deep freezer, a 21-inch TV set, a gas range, an air cooler, a man's solid gold watch and a lady's diamond watch.

(more)

In every city where the chest remained unopened, Duke Fishman had a pie thrown in his face as part of his consequence. When Mrs. Isner opened the chest, he immediately ate the pie as a change of pace. To date he has had 19 pies thrown at him and only one handed to him to eat.

The truck will continue its tour to the 12 remaining cities on the schedule and all the prizes have been replaced in the event of another winner. The Treasure Truck will climax the transcontinental "Truth Or Consequences" stunt when it arrives in New York Oct. 28. There, Duke Fishman will receive $1,000 and a surcease from all pies.

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NBC-New York, 10/23/53

FIBBER AND MOLLY INTERVIEWED BY FATHER KELLER
IN A TV FILM MADE FOR THE CHRISTOPHERS

Fibber McGee and Molly will finally make a television appearance!

The veteran NBC radio comedy team, stars of their own series (Monday through Friday, 10 p.m., EST), have completed their first video program, a filmed interview with Father James Keller for the Christophers, an inspirational organization which the noted priest heads. The interview is being offered to stations throughout the country.

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NBC-New York, 10/23/53

FRANK AND MOLLY INTERVIEWED BY WATTES GUILDS
ON A TV FILM MADE FOR THE CHRISTOPHERS

Frances Morse and Molly will finally make a television appearance!

The veteran NBC radio comedy team, stars of their own series (Monday through Friday, 10 p.m., EST), have completed their first video program, a filmed interview with Walter James Keller for the Christophers, an inspirational organization which the noted priest heads. The interview is being offered to stations throughout the country.

CREDITS FOR 'COLGATE COMEDY HOUR' ON NBC-TV STARRING BUD ABBOTT AND LOU COSTELLO

PROGRAM:	COLGATE COMEDY HOUR
TIME:	Sunday, 8-9 p.m., EST
FORMAT:	Variety-comedy revue
STAR:	Bud Abbott and Lou Costello (Nov. 1 and other dates to be announced).
EXECUTIVE PRODUCER:	Sam Fuller
UNIT MANAGER:	Dick Welsch
PRODUCER-DIRECTOR:	Ed Sobol
TV DIRECTOR:	Bud Yorkin
WRITER:	John Grant
CHOREOGRAPHER:	Hal Belfer
MUSIC DIRECTOR:	Al Goodman
SCENIC DESIGNER:	Furth Ullman
COSTUMES:	Kate Drain Lawson
LIGHTING:	Al Scarlett
ORIGINATION:	Hollywood, Calif.
SPONSOR:	Colgate-Palmolive Co.*

* This is correct spelling of sponsor's name as of Nov. 1, 1953.

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NBC-New York, 10/23/53 FWK

[illegible] AND [illegible] SERVICE WORKS TO BE DEDICATED SATURDAY AND SUNDAY [illegible] AND [illegible]

PROGRAM:	[illegible]
TIME:	Sunday, 8-9 p.m., EST
FORMAT:	Talking-[illegible] [illegible]
GUEST:	Tom Bradley and Ted [illegible] (John I and [illegible] [illegible] [illegible]).
EXECUTIVE PRODUCER:	Ann Stern
SHIFT MANAGER:	Dave Weiner
PRODUCER-DIRECTOR:	Ed Simon
TV DIRECTOR:	Tom [illegible]
WRITER:	John [illegible]
CHOREOGRAPHER:	Ted [illegible]
MUSIC DIRECTOR:	Jo [illegible]
SCENIC DESIGNER:	Marvin [illegible]
COSTUMES:	Anne [illegible] Lawson
LIGHTING:	Al [illegible]
CONDITIONING:	Melissa [illegible], Charles
[illegible]:	[illegible]-Bennett [illegible] Co.*

* This is [illegible] [illegible] [illegible] [illegible] as of Nov. 1, 1981.

NBC TRADE NEWS

October 26, 1953

FIRST DEMONSTRATION OF A TRANSCONTINENTAL COMPATIBLE COLOR TV PROGRAM ANNOUNCED BY RCA

- - -

Color TV Program Featuring Live Talent and First Use of Color Film Will Be Sent Direct From New York to Hollywood on Nov. 3, 1953

Brig. Gen. David Sarnoff, Chairman of the Boards of the Radio Corporation of America and the National Broadcasting Company, announced today that the first demonstration of coast-to-coast compatible color television will take place in Hollywood, Calif., on Tuesday, Nov. 3, 1953.

On that day, utilizing the RCA all-electronic system of compatible color, the National Broadcasting Company will transmit a television program from New York City to Hollywood to provide the West Coast with its first view of RCA color. The RCA system operates on the signal specifications which have been recommended by RCA and others in the industry for approval by the FCC as the government standards for commercial color television.

Not only will the program feature live performances but for the first time in the history of the industry color film will also be transmitted.

(more)

General Sarnoff will head a group of RCA and NBC officials who will be in Hollywood for this newest step in the progress of RCA color development.

The color showing for members of the press is scheduled for 11:00 a.m., Los Angeles time. Another showing will be held on the same day for advertisers, advertising agencies, entertainment stars, business and financial leaders, station executives and motion picture industry leaders. Both showings will be viewed over RCA developmental color receivers in Studio A in NBC's new television city at Burbank, Calif. It is expected that about 600 invited guests will attend these showings.

"This first showing of a transcontinental color program by the RCA system of all-electronic compatible color will be another milestone in RCA's long history of achievements in the development of the industry's first practical system of color broadcasting," said General Sarnoff. "It will demonstrate the practicability of the RCA compatible system for coast-to-coast telecasts, in full color, and the ability to receive these programs, in black and white, on present TV sets. It will show the readiness of NBC to transmit color television programs as soon as the Federal Communications Commission approves the all-industry standards pioneered by RCA."

Others accompanying General Sarnoff for the West Coast showings are: Frank Folsom, President of RCA; Sylvester L. Weaver, Jr., Vice Chairman of the Board of NBC; Robert W. Sarnoff, Vice President in Charge of the NBC Film Division; Manie Sacks, Staff Vice President,

(more)

General Sarnoff will then e[illegible] RCA and NBC [illegible] will be followed for [illegible] way to see [illegible] of RCA color development.

The color showing for members of the press is scheduled for 10:00 a.m., [illegible] Angeles time. Another showing will be held on the same day for advertisers, advertising agencies, [illegible] and financial leaders, station [illegible] and radio [illegible] industry leaders. Full showings will be [illegible] over the [illegible] color receivers in Radio City. [illegible] is as [illegible] night. It is expected that about 500 [illegible] will attend these showings.

"This first showing of a [illegible] color program [illegible] the RCA system of all-electronic compatible color will be another [illegible] in RCA's long history of achievements in the development of the industry's first practical system of color broadcasting," [illegible] General Sarnoff. "It will demonstrate the practicability of the RCA compatible system for commercial [illegible], in full color, and the ability to receive these programs, in black and white, on present TV sets. It will show the readiness of NBC to transmit color television programs as soon as the Federal Communications Commission authorizes the industry standard proposed by RCA."

Others participating General Sarnoff for the West Coast showing are: Frank Mullen, President of RCA; Brigadier E. [illegible], Director of the Division of the Bureau of FCC; Dennis [illegible], Director of the NBC film operation [illegible] Hollywood; Chuck [illegible]

Dr. Charles B. Jolliffe, Vice President and Technical Director of RCA, and O.B. Hanson, Vice President and Chief Engineer of NBC. John West, Vice President in Charge of the Pacific Division, will be host.

The color show, featuring Nanette Fabray, Ben Grauer and the Hit Parade Dancers in the live portion, will originate in NBC's Colonial Theatre in New York, the world's first fully equipped studio for compatible color and center of the network's intensive activities in development of color programming technique. The film transmission will originate in NBC's Radio City Studios in New York City.

The special transcontinental coast-to-coast hookup, entailing modifications of the network radio relay circuit which is 4,000 miles in length, will be set up by the Bell System. The special test program will be sent by closed circuit and will not be broadcast.

The Hollywood showing will put on display the latest advances made by the NBC color corps in staging, lighting, make-up and costuming, bringing into play the techniques developed during several years of color activity. NBC has pioneered in development of new paints and make-ups for the new medium, and in adapting black and white productions to color.

During the showings in Hollywood standard black and white receivers will, as in previous showings, be placed alongside the color receivers to demonstrate the compatibility feature of the RCA system, which assures high definition reception of color broadcasts on more than 25,000,000 black and white sets already in the nation's homes.

(more)

[illegible] Director of Publicity, Vice President and Publicity Director of BBC, [illegible] Owen, Vice President and Chief Engineer of BBC. Joan Davis, [illegible] President in charge of the Pacific Division, will be host.

The color show, featuring Jessica Dragonette, Jan Garber and the [illegible] Sisters in the live portion, will originate in Hollywood [illegible] Tonight Show in New York, one network from Chicago and another [illegible] of compatible color and another of the monochrome transmitter activated [illegible] development of color broadcasting techniques. The film presentation [illegible] contributed by RCA's Radio City studios in New York City.

The special three-dimensional [illegible] television, requiring [illegible] of the previous public color showing which took place on 4,000 miles [illegible] Jersey, will be seen by the Hall System. The special two program [illegible] be seen by stereo viewers and will not be broadcast.

The television showing will act as a display for [illegible] for the BBC house organ to publish, [illegible] and [illegible] during two-day the commercial television [illegible] years of [illegible] activity. RCA has promised to demonstrate a new color [illegible] for use two low wavelengths, and is expected to show [illegible] productions in color.

Color the standard in Hollywood [illegible] the United States will be in operation [illegible] in color [illegible] to demonstrate the compatibility feature of the RCA system, [illegible] the distribution receivers of color broadcasts on [illegible] 50,000 black and white sets already in the hands of [illegible]

Many viewers have remarked on the fidelity and clarity with which RCA color programs are received in black and white on the standard TV sets now in use. For this reason, it was emphasized that prospective purchasers should not hesitate now or in the future to make an investment in the purchase of a standard black and white receiver.

The color demonstration in Hollywood will be continued evidence of the effectiveness of the RCA compatible color system, on the development of which RCA has spent more than $25,000,000 with another $15,000,000 earmarked for placing the system on a solid commercial basis.

The Hollywood showing will follow a one-hour color productio of "Carmen" to be telecast on Oct. 31 under temporary FCC authorizatior The program, which will launch the NBC Television Opera Theatre's 1953-54 season, will be NBC's first full-hour colorcast and marks the first time a major operatic production will be colorcast. It will be seen on the nation's present TV sets in black and white. An entirely new production of the classic is being prepared by NBC, with new costumes and sets especially designed for the color medium.

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NBC-New York, 10/26/53

Many viewers have complained on the flickering and wavering with RCA color programs and received in black and white on the Zenith 3M sets now in use. For this reason, it was mentioned that technicians purchasers should not hesitate too far in the future to make an investment in the purchase of a standard black and white receiver.

The major innovations in Hollywood will be continued expansion of the activities of the RCA subsidiaries color studios, on the development of which RCA has spent more than $25,000,000 with an estimated $35,000,000 scheduled for placing the system on a total commercial basis.

The Hollywood studios will follow a one-hour color production "Carmen" to be released in July. It marks company TV activities program, which will issue the NBC Television Opera Theatre's 1952-53 season, will be Merle Tiny full-hour television opera ever and also the first time a major operatic production will be telecast. It will be based on the industry's demand by mail to show any audio. In anticipation production of the classic is being prepared by NBC, with new scenes and sets especially designed for the color medium.

NEC-New York, 10/29/53

NBC TRADE NEWS

October 26, 1953

'MARY LEE TAYLOR SHOW' OBSERVES 20TH RADIO ANNIVERSARY NOV. 7;
PROGRAM NOTED FOR 'RECIPES OF WEEK' AND STORIES OF 'CARTERS'

- - -

Many NBC Stars to Salute Series on Festive Birthday Broadcast

The MARY LEE TAYLOR SHOW, one of radio's oldest sponsored programs, will celebrate its 20th anniversary on Saturday, Nov. 7, (NBC radio, 10:30 a.m., EST).

Susan Cost, better known to her vast audience as Mary Lee Taylor has conducted the program from the Midwest since its inception for the same sponsor, the Pet Milk Company. The series has been on NBC radio since Oct. 23, 1948.

On her program of Nov. 7, Mary Lee will be congratulated by radio and TV performers Dinah Shore, Ralph Edwards, Jimmy Durante, Ted Mack and Eddie Cantor. The "Story of the Week," a dramatic sketch about the Carters -- a typical American family -- and the "Recipe of the Week," regular features of the program, will also be included on the anniversary show. Mary Lee will give her famous recipe for pumpkin pie which she gave her first broadcast in 1933.

(more)

Also on November 7, Mary Lee Taylor will be honored on Ted Mack's "Original Amateur Hour" when she will receive Radio-TV Mirror Magazine's award for outstanding radio achievement. On November 2, the Pet Milk Company will honor her at a special party and later in the month she will also be honored by the St. Louis Women's Advertising Club, of which she has been a member since 1936.

The Mary Lee Taylor Show which started out as a twice-a-week 15-minute program with a recipe on each show, was changed in 1946 to a once-a-week 30-minute show with a recipe and a dramatic story on the life of the Carter family.

Popularity of the program and its star, Mary Lee Taylor, who holds the distinction of never having missed a broadcast since the program began, is due in no small part to her ability to make homemaking interesting and stimulating to her listeners. During her 20 years on the show, she has broadcast over 2,000 tested recipes, all of them developed and perfected in the Pet Milk Kitchen by a large staff of trained home economists. Later the recipes are tested by a panel of homemakers and their husbands across the nation. Only when these representative husbands and wives give a recipe a good send-off, is it used for a broadcast.

In addition to her pumpkin pie recipe, other favorite Mary Lee Taylor recipes throughout the years have been old-fashioned chicken dinner, creamy marshmallow fudge, fudge brownies, pork chops with milk gravy, and chocolate cream pie.

The Gardner Advertising Company is the agency for Pet Milk Company.

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NBC-New York, 10/26/53 FWK

2 - "Mary Lee Taylor Show"

Also on November 1, Mary Lee Taylor will be crowned on the show's "Twelfth Annual Talent Show" as one well deserving Burlington-TV viewer recognition's award for outstanding talent achievement. On November 2, the Mrs. Bill Academy will honor her at a luncheon party. Her issues in the contest she will also be honored by the St. Louis Women's Bowlers Club, of which she has been a member since 1971.

The Mary Lee Taylor Show which received her as a television-over 17-minute program with a reality or music show, was changed in 1974 to a one-hour, 30-minute show with a music and a dramatic story on the life of the Carter family.

Popularity of the program and the idea, Mary Lee Taylor, her twelve and qualification of never having received a rejection slip, it has to be really hard to be her ability to make dramatic interesting and identifying to her listeners. Sunday her 30 years on the show, the last broadcast over Cable Local Network, all her time revolves her performing in the Bel Air Club followed by a large staff of talent's name appearance. Later the Tuesday she hosted by a panel of personalities who their appearance prior the talent by when these representative musicians and stars play a series a good-will, is it need for a musicians.

In addition to her popular Sun morning, Mary Lee Taylor reaping increased in years been sub-terranean million dollar, crown marvelous lodge, Paris brunches, your shop with with stores and nonprofit media sis.

The Carter's advertising Company is the agency for Bel Air Corporation.

CREDITS FOR THE 'MARY LEE TAYLOR SHOW' ON NBC RADIO

PROGRAM:	THE MARY LEE TAYLOR SHOW
TIME:	Saturdays, 10:30 a.m., EST
STAR:	Susan Cost as Mary Lee Taylor
CAST:	Tommye Rodemyer as Sally Carter and Harry Gibbs as Jim Carter
FORMAT:	Program features a "Recipe of the Week" and a "Recipe for Happiness" by Mary Lee Taylor, and a weekly dramatic sketch about the Carters -- a typical American family.
PRODUCER-DIRECTOR:	Al Chance
WRITER:	Elizabeth Todd
ORIGINAL STARTING DATE:	Nov. 1, 1933
STARTING DATE ON NBC:	October, 23, 1948
SPONSOR:	Pet Milk Company
AGENCY:	Gardner Advertising Company

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NBC-New York, 10/26/53 FWK

October 26, 1953

FAMOUS MACY'S THANKSGIVING DAY PARADE WILL ADD TO NATION'S HOLIDAY FESTIVITIES VIA NBC-TV

One of the world's most famous holiday parades -- Macy's annual Thanksgiving Day procession of balloons, clowns, bands and stars, which has been the delight of New York City youngsters and oldsters for more than 25 years -- will be seen and heard on NBC-TV Thursday, Nov. 26, between 11 a.m. and 12 noon, EST.

It is expected that many of NBC's famous television and radio stars will participate in the famous floats, which this year will feature a "balloon of the space men." Headliners who are expected to participate include Dave Garroway, Mr. Muggs (the "Today" chimp), Sid Caesar and Imogene Coca, Wally Cox ("Mr. Peepers"), Bob Smith and Clarabell, Hopalong Cassidy and Gabby Hayes.

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NBC TRADE NEWS

October 27, 1953

GENERAL FOODS RENEWS BOB HOPE DAYTIME SHOW
5 DAYS A WEEK FOR A FULL YEAR ON NBC RADIO

The General Foods Corporation has renewed the daytime BOB HOPE SHOW (Mondays through Fridays, 10:30-10:45 a.m., EST) on 162 stations of the NBC radio network, it was announced today by Fred Horton, the network's director of sales. The renewal is effective with the program of Nov. 9.

The noted comedian features a different Hollywood star as guest lady editor each week and honors the "Woman of the Week" for outstanding community service.

The renewal, signed through Young & Rubicam, is for 52 weeks in the interest of Jell-O, Jell-O Puddings, Jell-O Pie Fillings and other General Food products.

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NBC-New York, 10/27/53

October 27, 1953

OLD VIC THEATRE PRODUCTION OF 'ROMEO AND JULIET'
TO BE PRESENTED AS TWO-HOUR RADIO BROADCAST
- - -
Claire Bloom and Alan Badel to Co-Star

A two-hour broadcast of the Old Vic Theatre production of Shakespeare's "Romeo and Juliet," co-starring Claire Bloom and Alan Badel, will be presented by NBC radio Saturday, Nov. 7 (6-8 p.m., EST)

This will be the first radio performance of the forthcoming RCA Victor recording of the play, and the second presentation in NBC's OLD VIC THEATRE series. "Macbeth" was presented in a two-hour version earlier this season.

Miss Bloom, the Juliet of this production, is best known to American audiences as the leading lady of Charles Chaplin's film "Limelight." She made her successful debut with the Old Vic Company as Juliet. Her Shakespearean experiences dates from 1948, when she joined the Shakespearean Memorial Theatre Company at Stratford-on-Avon, portraying Ophelia in "Hamlet," Blanche in "King John," and Perdita in "The Winter's Tale."

(more)

October 27, 1953

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Badel's acting abilities were first recognized in 1939 when, at the age of 15, he won the King George Scholarship to the Royal Academy of Dramatic Arts. His talent for Shakespearean roles first won recognition in 1949, when he received high praise for his performance of "Richard III" with the Birmingham Repertory Company. Following this success, he was engaged for the Stratford-on-Avon Festival, where he played in "King Lear," "Julius Caesar," "Henry IV" and other productions. The 1951-52 season marked the beginning of his association with the Old Vic Company.

London's Old Vic Theatre, generally acknowledged to be one of the great theatres of the world today, aims to present to the largest possible audience, at low prices, a repertoire made up chiefly of classical plays, in particular the works of Shakespeare. Many of the foremost actors and actresses of the English stage have served an apprenticeship at the Old Vic. Many with international reputations often return to Old Vic to play the great classical parts which would rarely come their way in the commercial theatre.

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NBC-New York, 10/27/53

MICHIGAN WOMAN IS SECOND WINNER OF $5,000 FOR ALERTNESS TO NBC-TV 'RCA VICTOR SHOW'

The second $5,000 cash prize winner in the Dennis Day "Be Alert" contest of the RCA VICTOR SHOW STARRING DENNIS DAY is a 47-year-old housewife, Mrs. Lillian Rometti of 2139 Highland Avenue, Ferndale, Mich.

Mrs. Rometti was called following the Monday night (Oct. 26, NBC-TV, 9 p.m., EST) program. Upon answering the question concerning the lyrics of Dennis' song correctly, she was informed that she had won the $5,000.

The Ferndale housewife was asked to name the month mentioned in "Moonlight and Roses" as sung by Dennis Day. "June" was the answer that brought her the cash prize.

Viewers throughout the country have an opportunity to win $5,000 in cash for their alertness while watching the "RCA Victor Show." Entry is by postcard, upon which each contestant notes his name, address and phone number and mails it to Dennis Day, Box 829, Hollywood, Calif.

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NBC-New York, 10/27/53

MICHIGAN WOMAN TO RECEIVE WINNER OF $5,000
FOR ALLEGIANCE TO WBC-TV 'MEA VIDEOS' SHOW

The second $5,000 cash prize winner in the Tennessee Ivy "Be Alert" contest of the MEA VIDEOS CBS STARRING DEBBIE REYNOLDS is a 17-year-old housewife, mom, Kathleen Wendell, of 6129 Meadowbrook Avenue, Kendale, Mich.

Mrs. Wendell was called following the Sunday night (Oct. 26, WBC-TV, 3 p.m., EST) program. After answering the question concerning the typing of Deputy Sheriff Ron Cockerell, she was informed that she had won the $5,000.

The Kendale housewife was taken to meet the mystery mastermind on "Scotlight and Movie" as stage by Donald Day. "Time" was the contest goal throughout her two week period.

Viewers throughout the country have an opportunity to win $5,000 in cash for their alertness while watching the "MEA Video Show." Entry is by postcard. Upon receipt each contestant receives his name, address and phone number and waits to be phoned. Day, Box 825, Hollywood, Calif.

October 27, 1953

GIMBEL'S PHILADELPHIA THANKSGIVING DAY
PARADE ON NBC-TV HOLIDAY SCHEDULE

Gimbel's Thanksgiving Day Parade, traditional Philadelphia holiday observance now in its 33rd year, will be televised on NBC-TV (except WNBT) Thanksgiving Day, Thursday, Nov. 26, between 10:30 and 11:00 a.m., EST. It will originate through the facilities of WPTZ, the NBC-TV Philadelphia affiliate.

A big roster of NBC stars, including Roy Rogers, Dale Evans, and Burr Tillstrom and Fran Allison, of "Kukla, Fran and Ollie," will appear in person.

The parade will include 35 bands, 65 floats, and a cast of 3,000 marchers.

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ENCORE! ENCORE! TOWN HALL IN NEW YORK WILL BE THE SCENE OF THIRD PERFORMANCE OF KUKLA, FRAN AND OLLIE 'ST. GEORGE AND THE DRAGON'

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Music World A-Tingle Over J. Oliver Dragon's Singing Performance

Oliver J. Dragon, known to television viewers as anchor man on NBC-TV's KUKLA, FRAN AND OLLIE, will make his singing debut at Town Hall in New York City on Thanksgiving night, Nov. 26 (not a telecast).

Mr. Dragon, a baritone, will sing several selections especially arranged for him by Jack Fascinato, who will accompany the star on the Baldwin during his recital.

By popular demand, during the second portion of the program, Mr. Dragon and his Kuklapolitan supporting performers will do a repeat performance of their highly successful opera production, "St. George and the Dragon."

Oliver J. will appear again in the role of the fiery dragon who demands tribute of the beautiful princess, played by Fran Allison. Mr. Dragon's other TV colleague, Kukla, will sing the role of St. George, the gallant knight who extinguishes the dragon's fire by thrusting a wet floor mop into his mouth and promptly dubs him Sir Ronson, the Royal Dragon.

Other members of the Kuklapolitan Players who will be seen in their original roles in the Town Hall production will be Colonel Crackey as the King, and Madame Ooglepuss and Miss . Witch as two ladies-in-waiting.

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DRYDEN! SANDERS! TEAM BACK IN NEW YORK WITH, ON THE SCENE OF TRIUMPH PERFORMANCE OF RUSLA, FRAN AND OLIVE 'GET, GEORGE AND THE DRAGON'

- - -

Music World A-Tingle Over J. Oliver Dragon's Singing Performance

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Oliver J. Dragon, known to television viewers as another man NBC-TV's RUSLA, FRAN AND OLIVE, will make his singing debut at Town Hall in New York city on Thanksgiving night, Nov. 25 (not a television).

Mr. Dragon, a baritone, will sing Kovacs' selections especially arranged for him by Jack Fascinato, who will accompany the star on the Baldwin during his recital.

By popular demand, during the second portion of the program, Mr. Dragon and his Kukloplitan supporting performers will do a repeat performance of their highly successful opera production, "Mr. George and the Dragon."

Oliver J. will appear again in the role of the fiery dragon to demonstrate tribute of the beautiful princess, played by Fran Allison. Mr. Dragon's other TV collaborator, Kukla, will also the role of St. George, the gallant knight who straightjackets the dragon's fire by creating a wet floor mop into his mouth and promptly hose him air-tight, the royal dragon.

Other members of the Kukloplitan Players who will be seen in their original roles in the Town Hall production will be Dorothy Lackey as the King, and Marion Dougherty and Mike [illegible] Wilson as the [illegible]-in-waiting.

(more)

2 - 'Kukla, Fran and Ollie'

Mr. Dragon and company have received high critical acclaim for their "St. George" production following two previous showings, both seen on NBC-TV -- the first in June, 1953 at Symphony Hall in Boston with Arthur Fiedler conducting the Boston Symphony Orchestra, and in August of the same year with the NBC Summer Symphony Orchestra in New York, Mr. Fiedler again conducting. The latter production was colorcast experimentally on RCA's compatible color system, and was viewed by the public in high-definition black and white on standard home receivers.

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NBC-New York, 10/27/53

Mr. Dragon and company have produced their contribution of their "St. George" production featuring two previous showings, then on NBC-TV -- the first in June, 1952 in showing this in second with future viewer conducting the Boston Symphony Orchestra, and in August of the same year with the NBC Opera Company directing in New York, Mr. Wiedler again conducting. The Dragon production was color-cast experimentally on RCA's compatible color system, and was viewed by the public in high-definition black and white on standard home receivers.

NBC TRADE NEWS

October 28, 1953

27 NEW TV STATIONS AFFILIATED WITH NBC-TV EXPAND NETWORK TO 144 STATIONS

Affiliation in recent months of 27 new television stations with NBC-TV has enlarged the network to 144 stations, Harry Bannister, NBC vice president in charge of Station Relations, said today.

Of this group, 12 stations already are on the air and the rest begin telecasting soon. There are now 126 NBC-TV affiliates on the air.

The new NBC-TV affiliates now operating are:

KRBC-TV, Abilene, Texas, owned by Reporter Broadcasting Co. and operating on Channel 9.

KXLF-TV, Butte, Mont., owned by Television Montana and operating on Channel 6.

KERO-TV, Bakersfield, Calif., owned by Kern County Broadcasters Inc., and operating on Channel 10.

WROL-TV, Knoxville, Tenn., owned by Mountcastle Broadcasting Co., Inc., and operating on Channel 6.

WTOK-TV, Meridian, Miss., owned by Southern Television Corp. and operating on Channel 11.

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WICS-TV, Springfield, Ill., owned by Plains Television Corp., and operating on Channel 20.

WNAO-TV, Raleigh, N.C., owned by Sir Walter Television Co., Inc., and operating on Channel 28.

WSJS-TV, Winston-Salem, N.C., owned by Triangle Broadcasting Corp., and operating on Channel 12.

KEDD-TV, Wichita, Kans., owned by KEDD-Inc., and operating on Channel 16.

KMO-TV, Tacoma, Wash., owned by KMO-Inc., and operating on Channel 13.

KNOE-TV, Monroe, La., owned by James A. Noe, and operating on Channel 8.

KETX, Tyler, Texas, owned by Jacob A. Newborn Jr., and operating on Channel 19.

The 15 stations which have affiliated with NBC-TV, but are not yet on the air, are:

KTVA, Anchorage, Alaska, Northern Television Inc., Channel 11.

KOA-TV, Denver, Metropolitan Television Co., Channel 4.

WFIE-TV, Evansville, Ind., Premier Television Inc., Channel 62.

WIS-TV, Columbia, S.C., WIS-TV Inc., Channel 10.

WFBC-TV, Greenville, S.C., WMRC Inc., Channel 4.

WJHL-TV, Johnson City, Tenn., WJHL Inc., Channel 11.

KMID-TV, Midland-Odessa, Texas, Midessa Television Co., Channel 2.

KOAM-TV, Pittsburg, Kans., The Pittsburg Broadcasting Co., Inc., Channel 7.

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WTOG-TV, Gainesville, Ga., owned by Piedmont Television Corp., and operating on Channel 20.

WDAN-TV, Danville, Ill., owned by Air Master Television Corp., and operating on Channel 24.

WSJS-TV, Winston-Salem, N.C., owned by Piedmont Broadcasting Corp., and operating on Channel 12.

KSDO-TV, Wichita, Kans., owned by KSDO-Inc., and operating on Channel 16.

KMO-TV, Tacoma, Wash., owned by KMO-Inc., and operating on Channel 13.

KMOX-TV, Morrison, Ia., owned by James A. Noe, and operating on Channel 8.

KETX, Tyler, Texas, owned by Jacob M. Maddox Jr., and operating on Channel 15.

The 15 stations which have affiliated with ABC-TV, but are not yet on the air, are:

KTVA, Anchorage, Alaska, Northern Television Inc., Channel 11.

KOA-TV, Denver, Metropolitan Television Co., Channel 4.

WTIC-TV, Hartford, Ind., Travelers Television Inc., Channel 62.

WTG-TV, Columbia, S.C., WTG-TV Inc., Channel 10.

WFDF-TV, Greenville, S.C., WFDF Inc., Channel 4.

WLHI-TV, Jonesboro (Ind.) Tenn., WLHI Inc., Channel 11.

KMID-TV, Midland-Odessa, Texas, Midland Television Co., Channel 2.

KOLN-TV, Pittsburg, Kans., The Pittsburg Broadcasting Co., Inc., Channel 7.

(more)

3 - New TV Affiliations

WCSH-TV, Portland, Me., Congress Square Hotel Co., Channel 6.

KOMO-TV, Seattle, Wash., Fishers Blend Stations Inc., Channel 4.

WCEN-TV, Temple-Waco, Texas, Bell Publishing Co., Channel 6.

KWWL-TV, Waterloo-Cedar Rapids, Iowa, Black Hawk Broadcasting Co., Channel 7.

WJDT, Jackson, Miss., Lamar Life Broadcasting Inc., Channel 3.

WJHP-TV, Jacksonville, Fla., Jacksonville, Journal Co., Channel 36.

KSLA-TV, Shreveport, La., Interim Television Corp., Channel 12.

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NBC-New York, 10/28/53

NBC TRADE NEWS

October 28, 1953

THE YOUTHFUL APPROACH

- - -

Novel Promotion Plan Issued by NBC Radio

Thirty-five hundred bottles of water from Ponce de Leon's famed "Fountain of Youth" in Florida went to NBC radio network clients, advertising agencies and affiliates by mail last ~~week~~ month.

Each packed in a two-and-a-quarter-inch slick finish cardboard cube, half-ounce bottles of water from the actual fountain were mailed with a six-page booklet measuring two by four inches. This promotion plan was originated by Ted Cott, operating vice president of the NBC radio network, in collaboration with Ridgway Hughes, manager of advertising and promotion, and Robert Hitchins, sales promotion manager. It notes a comparison between the "revitalization" of NBC radio programming with its 28 new shows, and the reported "rejuvenation" properties of the famed fountain in St. Augustine, Fla.

The booklet outlines the NBC radio network "Three Plan" offering one-minute participations in morning, afternoon and evening weekly strips, or combinations of all three, for continuous, hard-hitting advertising day and night. It also lists the rates for the

(more)

programs "Second Chance," "It Pays to Be Married" and "Fibber McGee and Molly," all of which are contained in the plan. In addition, the benefits of participation package buys in "Weekend" and "The Big Preview" are outlined. These advantages, pointed out to prospective advertisers, are: low-cost opportunity to sponsor stars who are favorites with listeners, saturation advertising around the clock with frequency and mass impact, and a stimulation of brand preferences.

The brochure informed recipients that the water in the "Fountain of Youth" is inspected regularly by State of Florida health authorities and that each bottle was sterilized and the water purified before shipment. It said, however, "no guarantee was forwarded as to its efficacy."

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NBC-New York, 10/28/53

NBC'S 'JIFFY DEVELOPER' FOR SWIFT COMPLETION OF NEWSFILM IS SHOWN AT SESSION OF RADIO AND TV NEWS DIRECTORS

WASHINGTON -- NBC today exhibited its "Jiffy Developer" -- a special device for developing newsfilm within a matter of minutes after the cameraman completes his shooting -- at the three-day Fall convention of the Radio and TV News Directors Association being held in the Sheraton Park Hotel here.

The Developer is based on a secret chemical solution which enables the network's News and Special Events Department to cover events in remote parts of the U.S. and present them on TV with unprecedented speed. The radio and TV news department chiefs from all over the nation were given an exhibition of how the "Jiffy" operates. At 3 p.m., Joe Vadala, NBC cameraman, filmed a short interview with Tom Eaton of WTIC, Hartford, by David Brinkley, NBC Washington correspondent. The news directors watched a filmed version of the interview in clear image 20 minutes later. William R. McAndrew, manager of NBC news and special events, explained the "Jiffy Developer" which has kept NBC newsfilm coverage of the world, now in its ninth year, to the forefront in the industry. Frank McCall, producer of "Camel News Caravan," exhibited sequences of dramatic film taken for his program, explaining the standards of good taste and professional excellence which guide him in the selection of film for the telecasts. The program is viewed by an estimated 4,500,000 families daily from coast-to-coast.

Others participating in the TV news workshop were Julian Goodman, of NBC Washington; David Brinkley, NBC announcer, and representatives of other networks.

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NBC-New York, 10/28/53

NBC'S 'LIVE' DEVELOPED' FOR SAFE CONSTRUCTION OF NEW HOTEL
IS SHOWN AT SESSION OF RADIO AND TV MAN'S INSTITUTE

WASHINGTON -- NBC today revealed its "Live Development" as a special device for developing newsfilm during a series of [illegible] the cameraman combines his shooting -- at the same time-only [illegible] film of the Radio and TV News Directors Association [illegible] meeting task hotel here.

The development is based on a secret chemical formula which makes the network's News and Special Events Department [illegible] able to record parts of the U.S. and present them on TV with [illegible] unprecedented speed. The radio and TV news directors [illegible] over the nation were given an exhibition of how the "Live" [illegible] at 3 p.m., the Washington, NBC affiliate, flashed a film interview with [illegible] ation of WTTG, Baltimore, by David Lawrence, NBC Washington corre[illegible] spondent. The news director accomplished a Flash Review of the morning's [illegible] film clips from "20 Minutes Late". William R. Hawkins, manager of NBC [illegible] and special events, explained the "Live" Development which has been [illegible] NBC's exclusive property of the royal, now in its fifth year, to the [illegible] today in the laboratory. Frank Merrill, assistant of "Today's News Department," [illegible] explained the dramatic film been the process, [illegible] [illegible] of film taken and photographed motion pictures [illegible] in the selection of film for the television. The process is already [illegible] by an estimated $,500,000 saving daily from over-in-[illegible].

Among participating in the TV news workshop were director [illegible] of NBC Washington Local Station, WRC-Washington, and representatives of other networks.

October 28, 1953

NBC RADIO TO CHOOSE AN ALL-AMERICA FOOTBALL TEAM

- - -

Sportscasters at Affiliated Stations Are Polled for Choices

For the first time, the NBC radio network is selecting an All-America Football team, the members of which will be announced in early December.

NBC is now polling the sportscasters at each of its 200 affiliated stations across the country for the selections from their respective areas.

The ballots will be returned to NBC Sports Director Tom Gallery by Dec. 5. Then they will be tabulated by a panel of NBC sports experts, including Mel Allen, Lindsey Nelson, Russ Hodges, Joe Hasel and Curt Gowdy.

Allen and Hodges are heard weekdays at 6:15 p.m., EST, on THE MEL ALLEN-RUSS HODGES SPORTS DAILY. Hasel and Gowdy team up each Saturday to bring radio listeners play-by-play descriptions of top intercollegiate football games. Nelson, NBC's assistant sports director, is heard Saturdays at 4:45 p.m., EST (or immediately following Football Roundup), on ASK THE SPORTS WORLD.

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October 28, 1953

NBC RADIO TO CHOOSE AN ALL-AMERICA FOOTBALL TEAM

- - -

Correspondents of Affiliated Stations Are Polled for Opinions

For the Thirty Game, the NBC radio network is selecting an All-America Football team, the members of which will be announced in early December.

NBC is now polling the sportscasters at each of its 200 affiliated stations across the country for the selections from their respective areas.

The ballots will be returned to NBC Sports Director Tom Gallery by Dec. 3. Then they will be tabulated by a panel of NBC Sports experts, including Mel Allen, Lindsey Nelson, Russ Hodges, Joe Bell and Curt Gowdy.

Allen and Hodges are heard weekdays at 5:45 p.m., EST, on the NBC ALLEN-HODGES SPORTS DAILY. Nelson and Gowdy team up every Saturday on their radio listeners play-by-play descriptions of top intercollegiate football games. Nelson, NBC's athletic sports director, is heard Saturdays at 4:45 p.m., EST (or immediately following Football Roundup), on AND THE SPORTS WORLD.

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NBC TRADE NEWS

October 29, 1953

WEEKLY TRADE REVIEW

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Announcement of First Coast-to-Coast Demonstration of Compatible Color TV and First Sales of 'Weekend' Segments on NBC Radio Are Highlights of a Big Week of Trade Activity

Announcement of the first demonstration of coast-to-coast compatible color television, and the affiliation of 27 new stations with NBC-TV, constituted the top trade news of the past week at the National Broadcasting Company.

On Tuesday, Nov. 3, NBC will transmit a television program from New York City to Hollywood to provide the West Coast with its first view of RCA color. The all-electronic system of compatible color pioneered by RCA will be utilized.

Not only will the program feature live performances, but color film also will be transmitted for the first time in the history of the industry.

The addition of 27 new stations to NBC-TV enlarges the network to 144 stations, of which 126 are on the air. Of the 27 new affiliates, 12 already are on the air.

Another trade highlight of the past week was the purchase by the B.F. Goodrich Co. of Akron, Ohio, of two segments of WEEKEND, NBC

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radio's widely acclaimed new Sunday afternoon "newspaper of the air." The sale was the first to be announced for "Weekend" and also marked the re-entry of the Goodrich firm into network radio advertising after an absence of many years.

OTHER NEW BUSINESS -- Television: Andrew Jergens Co. will sponsor BRIDE AND GROOM (12-noon-12:15 p.m., EST) on Monday, Wednesday and Friday, beginning Dec. 2, through Robert W. Orr and Associates. The popular program moves to NBC-TV on a Monday-through-Friday basis early in November ... The Borden Company is advertising its instant coffee on the Wednesday and Friday programs of HAWKINS FALLS (11-11:15 p.m., EST), through Doherty, Clifford, Steers & Shenfield Inc. ... Procter & Gamble Co. has added alternate Mondays to its Tuesday-through-Friday sponsorship of WELCOME TRAVELERS (4-4:30 p.m., EST), through Benton & Bowles Inc.... New sponsors for TODAY (7-9 a.m., EST and CST): Luden's Inc., nine participations, through J.M. Mathers, Inc., and National Cranberry Association, three participations, through Batten, Barton, Durstine & Osborn, Inc.

RENEWAL -- General Foods Corporation, the daytime BOB HOPE SHOW (Monday through Friday, 10:30-10:45 a.m., EST), for 52 weeks on 162 NBC radio stations. Young & Rubicam is the agency.

TRADE NOTES -- Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, cited by the Jewish Theological Seminary of America for vision which has "contributed mightily to religion in all its manifestations, to American democracy, and to civilization itself."

(more)

3 - Weekly Trade Review

...THE MARY LEE TAYLOR SHOW, one of radio's oldest sponsored programs, to mark its 20th anniversary on Saturday, Nov. 7 (NBC radio, 10:30 a.m., EST). Pet Milk Company is the sponsor, through Gardner Advertising Company ... Two Thanksgiving Day parades to be telecast by NBC-TV: the Gimbel's procession in Philadelphia (network except WNBT, 10:30-11:00 a.m., EST) and the Macy's march in New York (11-12 noon EST).

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NBC-New York, 10/29/53

October 29, 1953

TWO NOBEL PRIZE WINNERS AND OTHER NOTED SPECIALISTS TO PARTICIPATE IN 'MARCH OF MEDICINE' TELECAST ON PROGRESS IN BATTLE AGAINST CANCER

A comprehensive report on progress in the battle against cancer will be televised coast-to-coast Thursday night, Nov. 5 (10:00-10:30 p.m., EST), with some of the nation's top specialists, including two Nobel Prize winners, participating.

The program, "March of Medicine," sponsored and produced by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, in cooperation with the American Medical Association, will go over more than 70 stations of NBC's television network.

The report on cancer -- the nation's No. 2 health problem -- is the second of a new series of progress reports in the battle against health problems. The first, coming from Boston last Oct. 8, reported on heart research.

The second progress report, with cancer the subject, will come from four of the nation's great research areas -- Chicago, San Francisco, New Orleans and New York.

(more)

October 23, 1963

TWO NOBEL PRIZE WINNERS AND OTHER MEDICAL SPECIALISTS TO PARTICIPATE IN 'MARCH OF MEDICINE' TELECAST ON PROGRESS IN BATTLE AGAINST CANCER

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From Chicago, the audience will hear Dr. James W.J. Carpender, associate professor of radiology and director of radiation therapy, University of Chicago Clinic and Argonne Cancer Research Laboratory: Dr. Charles B. Huggins, director of the Ben May Laboratory for Cancer Research, University of Chicago; Dr. Harold Urey, Ph.D., Nobel Prize-winning atomic scientist, and Ryerson professor of Chemistry, Institute for Nuclear Studies, University of Chicago.

From San Francisco, reports will be heard from Dr. Wendell M. Stanley, Ph.D., Nobel Laureate, director of the Virus Laboratory, University of California, Berkeley; and Dr. Edward L. Tatum, professor of biology, Stanford University, Palo Alto, Calif.

From New Orleans, there will be a report from the Alton Ochsner Clinic by Dr. Alton Ochsner, William Henderson professor of surgery, Tulane University, Louisiana School of Medicine.

From New York, the program will include a report from Dr. David A. Karnofsky, associate attending physician, Chemotherapy Service, Memorial Center for Cancer and Allied Diseases.

In addition to the reports from the scientists, the TV audience will see the great cancer research laboratories and some of the new types of equipment and techniques that are helping man in the battle against cancer.

The third "progress report" will come from St. Louis, Mo., on Dec. 3, during the annual clinical meeting of the American Medical Association. The "March of Medicine" programs, inaugurated at the A.M.A. 1952 meeting by Smith, Kline & French in cooperation with the A.M.A., are designed to give the American public the latest developments in medical research at the nation's great medical centers and universities.

The U.S. Tobacco Company, sponsor of the "Martin Kane" program, has relinquished its time by special arrangement so that the "March of Medicine" program can be presented on Nov. 5 as well as on Dec. 3.

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NBC-New York, 10/29/53

From Toronto, the Sessions will move to, Miami, W.I.,
where, assuming responsibility of presenting the diversity of medicine
theory, University of Chicago, Illinois, and Miami Cancer Research
Laboratory: Dr. Charles G. Huggins, discoverer of the key hormones
for cancer therapy, University of Toronto, Dr. Harold Ivey, Ph.D.
and Dr. Lyle Young, atomic scientists, who discuss production of
radioisotopes, particularly for medical research, discussion of diagnosis
and therapy.

From San Francisco, reports will be heard from Dr. Donald M.
Kelly, Ph.D., Medical Director, Division of the Vital Statistics,
University of California, Berkeley, and Dr. Edward C. Tatum, professor
of biology, Stanford University, Nobel Prize Winner.

From New Orleans, there will be a report from the Ochsner
Clinic by Dr. Alton Ochsner, William Buchanan professor of
surgery, Tulane University, Medical School of Medicine.

From New York, Dr. Jerome Hill, Director will report from Dr.
David A. Barontini, Associate Attending Physician, Gastroenterology
Service, Memorial Center for Cancer and Allied Diseases.

In addition to the reports from the scientists, the TV
audience will see the [illegible] Medical Investigators and some of
the top people in organized medicine who are helping men in the
fight against cancer.

The United 'Problem Report' will come from St. Louis, Mo.,
Dr. Otto J. Ostrom the annual clinical meeting of the American Medical
Association, the 'Month in Medicine' programs, inaugurated in the
U.S.A. TV Medicine by Smith, Kline & French in cooperation with the
AMA, are produced by the American Medical Association, latest developments
and medical research at the medical's great medical centers and
universities.

The U. S. Tobacco Company, producer of the 'Smith Man'
programs, are participating the show by general supervision of Dr. Jack Ian
Smith of Montreal. Programs can be presented on Sat. 3 in well as on

CAST AND CREDITS FOR 'CARMEN' TELECAST IN COLOR

The opening production of the 1953-54 season of the NBC Television Opera Theatre will be "Carmen," transmitted in RCA compatible color by permission of the FCC and seen on the nation's sets in improved black and white, on Saturday, Oct. 31 (NBC-TV, 5:30-6:30 p.m., EST). Following are the cast and credits:

CAST

Carmen. . . . . .Vera Brymer
Don Jose. . . . . .Robert Rounseville
Escamillo, the toreador . . . . .Warren Galjour
Frasquita . . . . . .Nadja Witkowska
Mercedes. . . . . .Emalina de Vita
Zuniga. . . . . .David Atkinson
Don Jose, as narrator . . . . . .Edward Moor
Voice of Don Jose, narrator . . .Jim Boles
Dancers . . . . . .Teresita, Fernando Ramos, Vickie and Frankie Vega

CREDITS

CONDUCTOR. . . . . Peter Herman Adler

Producer. . . . . .Samuel Chotzinoff
Associate Producer. . . . . .Charles Polacheck
Music and Artistic Director . . .Peter Herman Adler
Associate Conductor . . . . . .Leo Mueller
Director. . . . . .Kirk Browning
Associate Director. . . . . .John Bloch
Choreographer . . . . . .Aida Alvarez
Settings. . . . . .William Molyneux
Costumes. . . . . .John Boxer
Color Consultant. . . . . .Richard Day
Lighting. . . . . .Fred W. McKinnon
Technical Director. . . . . .Milton Kitchen
Musical Assistant . . . . . .Leonard Kastle
Makeup. . . . . .Dick Smith

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NBC-New York, 10/29/53

NBC TRADE NEWS

October 30, 1953

TOPFLIGHT STARS ON BUICK-BERLE SHOW ROSTER FOR REST OF 1953;
TALLULAH BANKHEAD AND WALLY 'MR. PEEPERS' COX IN NOV. 3 CAST

- - -

And They'll Be Followed by Martha Raye, George Raft,
Patrice Munsel and Jack ('Dragnet') Webb

Milton "Mr. Television" Berle has signed an outstanding roster of guest stars to be presented on the NBC-TV BUICK-BERLE SHOW during the remainder of 1953 (Tuesdays, 8 p.m., EST).

The big-name roster will start off with Tallulah Bankhead and Wally "Mr. Peepers" Cox, who will share the spotlight on the Nov. 3 program. Berle's favorite comedienne, Martha Raye, who has received acclaim on the NBC-TV "All Star Revue" this season, will be highlighted on the Nov. 10 show. On Nov. 17 the "Bob Hope Show" will be presented in the 8 p.m., EST, time period. Berle will return Nov. 24 with film star George Raft and soprano Patrice Munsel as his guests. The Dec. 1 program will find Berle getting "the facts -- just the facts," as he engages Jack Webb, star of the top-rated NBC-TV and radio "Dragnet," for a full-hour of comedy "meller-drama." The guest the final show of 1953 season, Dec. 8, will be announced. Berle's first "Buick-Berle Show" of 1954 will be on Jan. 5.

(more)

During the Nov. 3 show "Mr. Peepers" enlists the aid of Berle and Miss Bankhead to entertain at his school's Fall Festival. Comic situations develop when Maxine (Ruth Gilbert), Berle's secretary, adds complications to the plans.

The "Buick-Berle Show" is directed by Greg Garrison, with Irving Gray as production supervisor. Scripts are written by Goodman Ace with Aaron Ruben, Selma Diamond, Jerry Seelen, Jay Burton and Phil Charig. Herbert Ross is choreographer, Vinton Hayworth announcer and Allen Roth music director.

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NBC-New York, 10/30/53

NBC SPOT SALES

News

FIRST RADIO DEMONSTRATION OF NBC SPOT SALES' ELECTRONIC SPOT BUYING SCHEDULED FOR NEW YORK AND CHICAGO AT NOON ON WEDNESDAY, NOV. 4

The first radio demonstration of NBC Spot Sales' exclusive selling technique, Electronic Spot Buying, will take place simultaneously in New York and Chicago at noon Wednesday, Nov. 4.

At that time 100 advertising agency time buyers will be present in the offices of NBC Spot Sales in both cities for a special 45-minute program of radio attractions available for sponsorship on WMAQ, NBC's owned and operated radio station in Chicago.

Explaining the technique of the radio demonstration of Electronic Spot Buying, Charles R. Denny, NBC vice president in charge of Owned and Operated Stations said:

"Television cameras in the radio studios of WMAQ will pick up the activities connected with the presentation of the special show, and the picture will be televised over a closed circuit to New York and by direct line to the sales office in Chicago. It will give time buyers the same feeling as though they were seated in the client's booth of the radio studio in Chicago. While Electronic Spot Buying was devised principally for the presentation of televison programs, the benefits of the technique as applied to radio sales are evident."

(more)

publicity department • NBC O & O Stations Division • *30 Rockefeller Plaza, N.Y. 20, N.Y.* • CI 7-8300

2 - Electronic Spot Buying

"Electronic Spot Buying is a great idea and should be of real help in making intelligent purchases" -- Jack D. Tracher, senior vice president, Cecil & Presbrey.

"I'm sure you have developed a useful tool in both selling and buying spot broadcasting" -- Tom Carson, Benton & Bowles.

"Electronic Spot Buying certainly opens the way to much more comprehensive buying and selling" -- Anne Wright, J. Walter Thompson.

The book also prints reactions of the press to Electronic Spot Buying.

Use of Electronic Spot Buying enables advertisers to see live local radio and TV shows originating at stations represented by NBC Spot Sales. Over a closed circuit on specific occasions, time buyers in New York can see local TV personalities, station facilities, and programs originating in distant cities.

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NBC-New York, 10/30/53

ELECTRONIC SPOT BUYING PROMOTIONAL BOOK

IS PUBLISHED BY NBC SPOT SALES

A 28-page promotional book on the subject of NBC Spot Sales' new selling technique, Electronic Spot Buying, is being distributed to advertising agency time buyers throughout the United States.

The book, entitled "A Great New Concept Becomes a Reality," points out that "Electronic Spot Buying, exclusive with NBC Spot Sales, cuts straight through statistics and puts radio and television personalities, markets and the people in those markets in a video-and-sound showcase."

In addition to detailed information about how Electronic Spot Buying operates, the book is illustrated with candid photographs of NBC Spot Sales executives and leading advertising agency members at a buffet luncheon during which the new selling technique was unveiled.

Many of the hundreds of complimentary letters written to Charles R. Denny, vice president in charge of NBC Owned and Operated Stations, and to Thomas B. McFadden, director of NBC Spot Sales, are reproduced. Typical comments are:

(more)

2 - Electronic Spot Buying

Electronic Spot Buying makes use of closed television circuits to present special live presentations of programs between cities where NBC Spot Sales represents stations. It was introduced in September, and its success in presenting television programs has led naturally to its use in showing radio programs to prospective advertisers.

The 45-minute WMAQ program will give the invited audience of advertising agency executives a comprehensive picture of the quality and type of programming available for sponsorship on the NBC owned and operated station in Chicago.

Featured on the demonstration will be Henry Cooke, WMAQ's bright, new early morning star; Mary Merryfield, Chicago's most popular women's commentator; Bill Bailey's "Come Home" show, the daily disc jockey program with a country flavor; "Mission-Secret," a daily dramatic show enjoying large audiences in the Windy City; WMAQ's newest disc jockey, Howard Miller; Johnny Coons with a children's program; Jack Eigen, whose midnight show originates from the Chez in Chicago; and a segment of news presented by a top WMAQ newscaster.

A feature of the roundup of WMAQ radio shows will be "New Dimensions," a program of music by a 35-piece orchestra presented for binaural sound. This is a regular weekly feature of WMAQ and is reportedly the only regular live music presentation of binaural sound on radio in this country.

The New York demonstration will take place in the new NBC Spot Sales Room at 30 Rockefeller Plaza, and the Chicago demonstration, in the sales room of WMAQ in the Merchandise Mart.

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NBC-New York, 10/30/53

'DRAGNET' PROGRAM ON JUVENILE DELINQUENCY ORDERED PLAYED BACK IN TEXAS COURTROOM TO DRIVE HOME LESSON TO YOUTHS AND PARENTS

A recent DRAGNET radio program, which in dramatic fashion related the tragic aftermath of a juvenile gang war, was ordered played back via recording in a Houston, Texas, courtroom last week before the parents of 13 youths arrested for disturbing the peace in a high school "haircut war."

Justice W.C. Ragan thought the documentary program, which stars Jack Webb on NBC radio each Tuesday (9 p.m., EST) would help drive home the seriousness of the problem of juvenile delinquency which in this case, involved the use of lethal weapons.

"In many cases," said Justice Ragan soberly, "it is the unspanked and unpunished parent who is responsible."

The "Dragnet" story, based on a true case taken from the files of the Los Angeles Police Department, ended in a murder, which was fortunately avoided in the Houston instance. After both parents and their offspring had heard the program, the judge turned to the boys and said, "I've taken this step because I want to acquaint you boys with the law. I think you are good boys and punishment isn't the answer.

"But I don't want to see any of you up here again. Mother and Dad are entitled to a better break."

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NBC-New York, 10/30/53

(04)

BOB CONSIDINE TO RECEIVE BANSHEE AWARD
FOR OUTSTANDING WORK IN JOURNALISM

Bob Considine, an air personality since 1932 and star of "On the Line With Considine" (NBC-TV, Tuesdays, 10:30-10:45 p.m. and NBC radio, Sundays, 6 p.m., EST), has been selected as the recipient of the Banshees' "Silver Lady" award in recognition of his outstanding work in journalism.

The presentation ~~will be~~ was made at the organization's Fall luncheon on Nov. 12 in the Grand Ballroom of the Waldorf-Astoria, where more than 1,000 leaders in journalism, theatre, arts and letters ~~will~~ met.

Previous winners of the coveted prize include Walt Disney, Chic Young and Bugs Baer.

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NBC-New York, 10/30/53